Version: 8.0

Question: 1

You notice that one of the required email groups is not showing up on the subscription management page.
What is causing this?

A. The "Include this Email group on the Subscription Management page" check box must be selected.
B. The email group has not been activated.
C. A subscription confirmation page has not been configured.
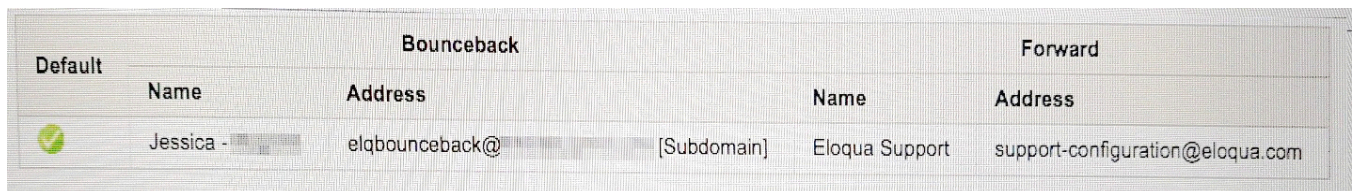D. The email group title contains special characters.

Answer: C

Explanation:
Reference
http://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EmailGroups/Tasks/EditingTheSu
bscriptionManagementPage.htm

Question: 2

Exhibit.

Default	Bounceback			Forward	
	Name	Address		Name	Address
✅	Jessica - ▓▓▓	elqbounceback@▓▓▓	[Subdomain]	Eloqua Support	support-configuration@eloqua.com

What is the process to activate this green check mark?

A. Your client must complete the Branded Bounceback Address Configuration Workbook. You can then use the values from this document to configure the bounceback domain in Assets> Email Setup> Email Defaults.
B. Your client must complete the Branded Bounceback Address Configuration Workbook and submit this to Oracle support. After Oracle has created the bounceback domain, the green check mark will appear in Assets> Email Setup> Email Defaults.
C. The default Reply-To email address needs to be specified in Assets> Email Setup> Email Defaults. This email address must be a valid email address.
D. Your client will provide you with access to their DNS control panel. Use the values from the DNS control panel to configure the bounceback domain in Assets> Email Setup> Email Defaults.

E. Your client must compete the Branded Bounceback Address Configuration Workbook. You can then use the values from this document to configure the bounceback domain in Setup> Company Defaults.

Answer: B

Question: 3

Which four additional Contact fields must you create in Eloqua to allow for the integration multiple CRMs?

A. CRM Email Opt Out
B. CRM Lead ID
C. Email Address
D. CRM Company
E. CRM Contact ID
F. CRM Account ID

Answer: B,C,E,F

Question: 4

While testing your client's Closed-Loop Reporting system, you notice that the report data Campaign ROI is inaccurate. What are two reasons for this?

A. Many campaigns are missing Actual Cost on the Campaign.
B. The Campaign association is being associated through all Contacts on the Opportunity.
C. The Campaign association is being associated through only the Primary Contact on the Opportunity.
D. Some Opportunities are missing Amount.
E. The client has chosen the Influenced attribution model.

Answer: B,E

Question: 5

You are a Customer Administrator. You create a new campaign and want to restrict who is able to edit, delete, and activate the campaign.
What should you do after saving the campaign?

A. By default, only the creator of the asset has full access and no further action is required.
B. From the campaign, edit access from the Permissions menu option.
C. From the campaign, edit access from the Settings menu option.
D. From the Setup> users area, edit access to Asset Creation in Security Group Overview.

Answer: D

Explanation:
Reference
http://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/SecurityGroups/DefaultAssetPermissions.htm

Question: 6

You are building a form for a white paper download, and you want to ensure that submitters who are unsubscribed still get the whitepaper emailed to them.
How do you configure this?

A. Use the Add to Campaign form processing step to add the contacts to a re-engagement campaign.
B. Use the Send Submitter an Email form processing step.
C. Use the Subscribe Contacts Globally form processing step.
D. Use the Email Group- Subscribe/Unsubscribe form processing step.

Answer: A

Question: 7

Your client wants to change the font of the out-of-the box subscription management page to match the company branding guidelines.
How do you configure this?

A. Navigation to Setup> Display Formats and choose the desired font from the drop-down list.
B. Create a custom object to house the font style, then point the subscription page to the object.
C. Navigate to Setup> Company Defaults and choose the desired font form the drop-down list.
D. Navigate the Email Groups> Global Subscription Management > Edit& Preview Page.

Answer: D

Explanation:
Reference
https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/pdf/OracleEloqua_Emails_UserGuide.pdf(p.29 and 30)

Question: 8

IP warming is achieved by _____.

A. Slowly increasing the volume of emails to quality contacts
B. Sending a high volume of emails to valid email addresses
C. Configuring DKIM for all email domains
D. Running deliverability reports for every email sent from Eloqua

Answer: A