Oracle

Exam 1z0-412

Oracle Eloqua and Oracle Content Marketing Cloud Service 2013 Implementation Essentials

Version: 7.0

[Total Questions: 75]

Question No : 1

You create an autosync to populate a custom object.The auto sync history showsthat records were successfullycreated,but when you look at the Custom Object Records Mapped Contact Breakdown report,you see that none of the customobject records aremapped to the contact records.Which three settings would causethis?

☐ A) Upload Details

Data Upload Source
Upload Purpose   Get CRM Opportunities
                 Add these data cards to the database

Name   Get CRM Opportunities

Description

Enabled   ☑

Execute after   (none)   ▾

Send email on success   ☐

Send email on failure   ☐

☐ B) Import Data Cards

Data Card Set	CRM Opportunities
Status of uploaded data cards	Registered ▾
Overwrite status of existing data cards	☐
Data Card ReadOnly	☑
Map data cards	☐
Entity Type	Contacts ▾
Entity Field	Siebel OnDemand Contact ID ▾
Source Field	Primary Contact ID ▾
Case sensitive match	☐

☐ C) Import Data Cards

Data Card Set	
Status of uploaded data cards	CRM Opportunities
Overwrite status of existing data cards	Registered ▾
Data Card ReadOnly	☐
Map data cards	☑
Entity Type	☑
Entity Field	Contacts ▾
Source Field	Siebel OnDemand Contact ID ▾
Case sensitive match	Primary Contact ID ▾
	☐

Add Data Cards to Program Step

Program Step   (none)

☐ D) Validate Email Address

Validate that the email address exists and the format is correct   ☐

Import Data Cards

Data Card Set	CRM Opportunities
Status of uploaded data cards	Registered ▾
Overwrite status of existing data cards	☐
Data Card ReadOnly	☑
Map data cards	☑
Entity Type	Contacts ▾
Entity Field	Email Address ▾
Source Field	Primary Contact ID ▾
Case sensitive match	☑

Add Data Cards to Program Step

Program Step   (none)

☐ E) Import Data Cards

Data Card Set	CRM Opportunities
Status of uploaded data cards	Registered ▾
Overwrite status of existing data cards	☐
Data Card ReadOnly	☑
Map data cards	☑
Entity Type	Companies ▾
Entity Field	Map Only: Eloqua Company ID ▾
Source Field	Row Id ▾
Case sensitive match	☑

☐ F) Filter Details

Filter Type   Multiple Comparison (AND) ▾

Siebel CRM OnDemand Opportunity Fields	Operator	Expression
1. Modified: Date External ▾	Greater Than or Equal ▾	Last Successful Upload

A. Option A

B. Option B
C. Option C
D. Option D
E. Option E
F. Option F

Answer: A,B,E

Question No : 2

What happens when you upload a fileand a field valuedoes not match the list of valuesin the Eloquapicklistfor that contact field?

A. The entire list upload fails.
B. The record is not created in Eloqua.
C. The record is created in Eloqua but no values are written to the mapped field.
D. The record is created in Eloqua and the field value from the file is written to the mapped field.

Answer: B

Question No : 3

You configure auto syncs Closed-Loop Reporting.In what order should they run?

A. Get Opportunities
Get Opportunities and Link to Contacts
Get Contacts
B. Get Opportunities and Link to Contacts
Get Contacts
Get Opportunities
C. Get Contacts
Get Opportunities and Link to Contacts
Get Opportunities
D. Get Contacts
Get Opportunities
Get Opportunities and Link to Contacts
E. Order does not matter as long asdata priority is set correctly

Answer: C

Question No : 4

Which two actionslink a visitor profile to anEloqua contact record?

A. Receiving an Eloqua email
B. Clicking a link in an Eloqua email
C. Submitting a form
D. Visiting an Eloqua tracked web page from a search engine

Answer: B,C

Question No : 5

You are building a data standardization programand want to test the programflow before creating the remaining data tools.You have selected the action"Run Update Rule Set"so that you cancome backand select update rules after theyhavebeen created. When you enable the program,the program checker displays this error message: "the programcannot be enabled becauseit has not been fullyconfigured."

What do you do?

A. Override and enable the program.
B. Disable the steps that contain actions without Update Rules selected, and then enable the program.
C. Change the steps that contain actions without Update Rules selected to "No Action - Pass Through Step," and then enable the program.
D. Change the steps that contain actions without Update Rules selected to "No Action - Walt specified time," and then enable the program.

Answer: C

Question No : 6

On which Eloquadata entity is "Company from IP"(used in Eloqua Insight for reporting via s reverse DNS lookup) stored?

A. Contact

B. Account

C. Visitor Profile

D. Campaign

Answer: D

Reference:

https://community.oracle.com/community/topliners/do-it

Question No : 7

Which Eloqua entitythat is used in Closed-LoopReportingis sunced on way,from Eloqua to CRM?

A. Contact

B. Campaign

C. Response

D. Opportunity

Answer: B

Reference:

https://community.oracle.com/thread/3666606

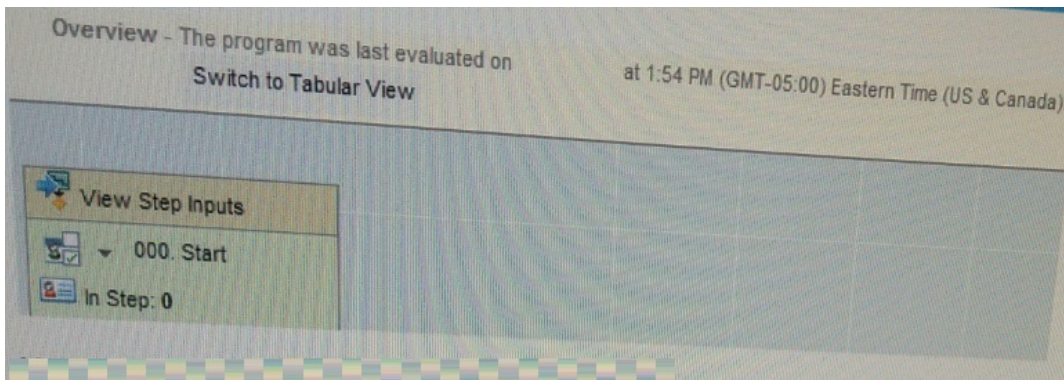## Question No : 8

Refer to the Exhibit.

You modify the Update Rule in the first step, move all contacts in the program to the first step, and then enable the program in Priority Mode. At what time would you see the results of the Update Rule?

A. 1:59 PM
B. 2:04 PM
C. 2:09 PM
D. 2:24 PM
E. 3:54 PM

Answer: C

Question No : 9

You are configuring subscriptionmanagement and your client hasselectedthe SubscriptionManagement page option.

Your client wants the email groupslisted in this order:

- ✍ Weekly Newsletter
- ✍ Monthly Newsletter
- ✍ Events
- ✍ Product Updates

How would you configure this?

A. Create the email groups in the order listed. The email groups are displayed on the Subscription Management page based on Created Date/Time.
B. Edit "Name of the Email Group As It Appears to Contacts." The email groups are displayed on the Subscription Management page in alphanumeric order of this value.
C. Edit email group "Name." The email groups are displayed on the Subscription Management page in alphanumeric order of this value.