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## Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q46-Q51):

### NEW QUESTION # 46

Which of the following is true about configuring custom reports in Oracle Eloqua?

- **A. Custom reports can be created using a drag-and-drop interface.**
- B. Custom reports can only be exported in CSV format.
- C. Custom reports can only be created by Eloqua administrators.
- D. Custom reports cannot include data from multiple modules in Eloqua.

**Answer: A**

Explanation:

Oracle Eloqua provides a user-friendly drag-and-drop interface for creating custom reports. Users can select the desired data fields, apply filters, group data, and perform calculations to design custom reports that meet their specific requirements.

### NEW QUESTION # 47

Which document does a client complete during an implementation to identify and assess potential risks associated with the project?

- A. System Requirements Specifications (SRS)
- **B. Risk Register**
- C. User Acceptance Testing (UAT) Plan
- D. Project Charter

**Answer: B**

Explanation:

The Risk Register is a document completed by the client during an implementation to identify and assess potential risks associated with the project. It helps in proactive risk management by documenting risks, their potential impact, and mitigation strategies.

#### NEW QUESTION # 48

Which of the following best describes the concept of "email deliverability"?

- A. The number of times an email is opened by recipients
- **B. The percentage of emails successfully delivered to recipients' inboxes**
- C. The average response rate to an email campaign
- D. The total number of emails sent by an organization

**Answer: B**

Explanation:

Email deliverability refers to the ability of an email to reach the intended recipients' inboxes. It is measured as the percentage of emails that successfully bypass spam filters and other obstacles, arriving in the recipients' inboxes. Achieving high deliverability rates ensures that the intended audience receives and interacts with the email content.

#### NEW QUESTION # 49

Where can you configure the default time zone for an Eloqua instance?

- **A. Company Settings > Time Zone**
- B. Database Integration > Default Time Zone
- C. Users & Security > Time Zone
- D. Email Setup > Time Zone

**Answer: A**

Explanation:

The default time zone for an Eloqua instance can be configured under "Company Settings > Time Zone". This setting ensures that all time-related actions, such as scheduling campaigns or tracking engagement, are accurately recorded and presented in the defined time zone.

#### NEW QUESTION # 50

What is the purpose of A/B testing when creating an email in Eloqua?

- A. To test different email designs
- **B. To test different email subject lines**
- C. To test different email delivery times
- D. To test different sender names

**Answer: B**

Explanation:

A/B testing, also known as split testing, is a method used in Eloqua to test various elements of an email, including subject lines, to determine which version performs better. By creating different variations of an email and sending them to a selected sample size of the target audience, you can gather data and insights on which subject line generates higher open rates or click-through rates, allowing you to optimize your email campaigns.

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