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Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q156-Q161):

NEW QUESTION # 156

What is the purpose of the IP Filtering feature in Oracle Eloqua's Security Settings?

- A. It restricts access to the Eloqua platform based on IP addresses.
- B. It encrypts all communication between the Eloqua platform and users.
- C. It filters out unwanted traffic and blocks malicious IP addresses.
- D. It filters out spam emails sent from specific IP addresses.

Answer: A

Explanation:

The IP Filtering feature in Oracle Eloqua's Security Settings allows administrators to define specific IP addresses or IP ranges from which users can access the platform. This helps restrict access to the platform only from trusted IP addresses, enhancing security and preventing unauthorized access. -

NEW QUESTION # 157

What is a campaign in Oracle Eloqua?

- A. A campaign is a software tool used to create and manage email marketing campaigns.
- B. A campaign is a report that displays the results of a marketing strategy.
- **C. A campaign is a collection of marketing assets, messaging, and activities designed to achieve a specific marketing goal.**
- D. A campaign is a segment of contacts in the Eloqua contact database.

Answer: C

Explanation:

In Oracle Eloqua, a campaign is a strategic marketing initiative that brings together various marketing assets, messaging, and activities to achieve a specific marketing goal. It helps in organizing and executing marketing efforts, enabling marketers to track and measure the effectiveness of their campaigns. It is not a standalone software tool, report, or segment of contacts within the Eloqua contact database. -

NEW QUESTION # 158

Which of the following is a best practice for improving email deliverability?

- A. Purchasing email lists from third-party sources
- B. Including large file attachments in every email
- **C. Regularly monitoring email delivery metrics and making necessary adjustments**
- D. Using vague subject lines to increase open rates

Answer: C

Explanation:

Monitoring email delivery metrics, such as bounce rates, spam complaints, and inbox placement rates, allows marketers to identify and address any potential issues affecting deliverability. By regularly reviewing these metrics, adjustments can be made to the email marketing strategy, such as improving content, refining audience targeting, or adjusting sending practices, to maintain and improve overall deliverability rates.

NEW QUESTION # 159

What does Oracle Eloqua's campaign reporting feature provide insights on?

- A. Email deliverability
- B. Lead scoring accuracy
- **C. Marketing campaign performance**
- D. Online tracking metrics

Answer: C

Explanation:

Oracle Eloqua's campaign reporting feature provides insights and analytics on the performance of marketing campaigns. It allows marketers to track key metrics such as email open rates, click-through rates, conversions, and overall campaign effectiveness.

NEW QUESTION # 160

What is the purpose of a data model in Oracle Eloqua?

- **A. To define the relationships between data tables and fields.**
- B. To automate data validation and cleansing processes.

- C. To streamline data integration with external systems.
- D. To provide a visual representation of the database structure.

Answer: A

Explanation:

One of the main purposes of a data model in Oracle Eloqua is to define the relationships between different data tables and fields. This helps establish the logical connections and dependencies between data elements, allowing for efficient and accurate retrieval, storage, and manipulation of data within the platform.

NEW QUESTION # 161

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