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Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q71-Q76):

NEW QUESTION # 71

Which of the following factors can negatively impact email deliverability?

- A. Consistently providing valuable and relevant content
- B. Sending emails to a double opt-in list
- C. Repeatedly sending emails to inactive or unengaged recipients
- D. Properly authenticating the sender's email domain

Answer: C

Explanation:

Sending emails to recipients who have shown no engagement or have become inactive can harm email deliverability. Internet service providers (ISPs) and email filters take recipient engagement into account when determining whether to deliver emails to the inbox or spam folder. Continuously sending emails to unengaged recipients increases the likelihood of being marked as spam, leading to lower

deliverability rates.

NEW QUESTION # 72

What is the purpose of a lead scoring model in Oracle Eloqua?

- A. To identify and categorize leads based on their demographics and firmographics
- **B. To assign ranks or scores to leads based on their level of engagement and qualification**
- C. To track and measure the success of marketing campaigns and initiatives
- D. To segment contacts into different groups for targeted marketing campaigns

Answer: B

Explanation:

Lead scoring models in Oracle Eloqua help assign ranks or scores to leads based on their level of engagement and qualification. This helps prioritize and focus on leads that are most likely to convert or require immediate attention, allowing for efficient lead management and follow up.

NEW QUESTION # 73

What is a campaign in Oracle Eloqua?

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

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 # 74

Which document does a client complete to define the detailed technical specifications and configurations required for the implementation?

- A. User Acceptance Testing (UAT) Script
- **B. Technical Design Document (TDD)**
- C. Business Requirements Document (BRD)
- D. Project Plan

Answer: B

Explanation:

The Technical Design Document (TDD) is completed by the client to define the detailed technical specifications and configurations required for the implementation. It includes information such as system architecture, integrations, workflows, customizations, and security considerations.

NEW QUESTION # 75

When configuring a lead scoring model in Oracle Eloqua, what is weighting?

- A. Assigning different point values to different firmographic data.
- B. Assigning different point values to different behavioral data.
- C. Assigning different point values to different demographic data.
- **D. Assigning different point values to different lead scoring criteria.**

Answer: D

Explanation:

In Oracle Eloqua, weighting refers to assigning different point values to different lead scoring criteria. This allows you to prioritize certain criteria over others and determine their impact on the overall lead score. By assigning appropriate weights, you can ensure that each factor in the lead scoring model contributes proportionately to the final lead score calculation.

NEW QUESTION # 76

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