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Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q148-Q153):

NEW QUESTION # 148

What is the purpose of using seed lists in Oracle Eloqua?

- A. To exclude certain contacts from receiving a specific campaign
- B. To designate specific contacts as the primary recipients of a campaign
- C. To test email deliverability and rendering across different email clients and devices
- D. To tag contacts based on their interests and behaviors for targeted messaging

Answer: C

Explanation:

Seed lists in Oracle Eloqua are typically used to test email deliverability and rendering across different email clients and devices. By including seed contacts in the lists, marketers can ensure that the emails are displayed correctly and reach the recipients' inboxes as intended.

NEW QUESTION # 149

Which of the following best defines a data model in Oracle Eloqua?

- A. A set of rules defining how data is organized and stored in Eloqua.
- B. A diagram that represents the structure of the database.
- C. A document providing guidelines for data integration with Eloqua.
- D. A list of data fields available in Eloqua for marketing automation.

Answer: A

Explanation:

A data model in Oracle Eloqua defines the structure of the database, including tables, fields, and relationships. It specifies the rules for organizing and storing data within Eloqua, ensuring consistency and integrity. It serves as a blueprint for how data is represented and managed within the marketing automation platform.

NEW QUESTION # 150

What are the major milestones and key deliverables of the available implementation offerings for Oracle Eloqua Marketing 2023?

- A. Data cleansing, Marketing automation setup, Lead nurturing implementation, CRM integration, Performance monitoring
- B. Requirement gathering, System design, Installation and configuration, Training, Testing, Go-live
- C. Project planning, Data migration, Campaign creation, Reporting and analysis, Optimization
- D. User acceptance testing, System integration, Lead scoring implementation, Email template creation, Performance measurement

Answer: B

Explanation:

The major milestones and key deliverables of the available implementation offerings for Oracle Eloqua Marketing 2023 include the following steps: - Requirement gathering: This involves understanding the specific needs and goals of the client or organization. - System design: This includes designing the architecture and functionality of the Oracle Eloqua Marketing system based on the gathered requirements. - Installation and configuration: This step involves setting up and configuring the Oracle Eloqua Marketing software and its components. - Training: This is the process of providing training to the users, administrators, and stakeholders on how to use and manage the Oracle Eloqua Marketing system. - Testing: This involves testing the system for functionality, performance, and compatibility. - Go-live: This is the final step of the implementation process, where the Oracle Eloqua Marketing system is launched and made available for use. Option B (Requirement gathering, System design, Installation and configuration, Training, Testing, Go-live) includes some activities that may be part of the implementation process, but it does not cover all the major milestones and key deliverables. Option C (Project planning, Data migration, Campaign creation, Reporting and analysis, Optimization) includes some activities that may be part of the implementation process, but it does not cover all the major milestones and key deliverables. Option D (Data cleansing, Marketing automation setup, Lead nurturing implementation, CRM integration, Performance monitoring) includes some relevant activities, but it does not cover all the major milestones and key deliverables.

NEW QUESTION # 151

How can you add a new field to an existing form in Oracle Eloqua?

- A. It is not possible to add new fields to an existing form.
- B. You need to contact Oracle Eloqua support to add new fields.
- C. You can add new fields using the drag-and-drop editor.
- D. You can only add new fields by editing the HTML code of the form.

Answer: C

Explanation:

Oracle Eloqua provides a user-friendly drag-and-drop editor that enables users to add new fields to an existing form. By selecting the desired field type (e.g., text input, dropdown, checkbox) and dragging it onto the form, users can easily add new fields without any coding knowledge.

NEW QUESTION # 152

How can you integrate Oracle Eloqua forms into a microsite?

- A. By embedding HTML code provided by Eloqua into the microsite pages.
- B. By linking to external form builder tools.
- C. By importing a pre-designed form template into the microsite.
- D. By manually creating the forms within the microsite elements.

Answer: A

Explanation:

To integrate Oracle Eloqua forms into a microsite, you need to embed the HTML code provided by Eloqua into the microsite's pages. This allows the form to be rendered and function within the microsite, capturing data and triggering marketing automation workflows. Remember, these practice

NEW QUESTION # 153

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