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Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q140-Q145):

NEW QUESTION # 140

During an implementation, which document does a client typically complete to outline their business requirements and goals?

- A. Risk Assessment

- B. Project Charter
- C. Technical Design Document
- D. Statement of Work

Answer: B

Explanation:

The Project Charter is a document completed by the client during an implementation to outline their business requirements and goals. It provides a clear understanding of the client's expectations and serves as a foundation for the project scope and objectives.

NEW QUESTION # 141

How can marketers collect and manage subscriber preferences within Eloqua?

- A. By leveraging Eloqua's built-in forms and preference centers.
- B. By purchasing third-party preference data and importing it into Eloqua.
- C. By exporting subscriber data to external preference management software.
- D. Through manual data entry into a separate subscriber preference database.

Answer: A

Explanation:

Marketers can collect and manage subscriber preferences within Eloqua by utilizing Eloqua's built-in forms and preference centers. Eloqua provides customizable preference forms and preference centers that can be easily integrated into marketing campaigns. These forms allow subscribers to indicate their preferences and update their contact information securely within the Eloqua platform. This enables marketers to gather accurate preference data directly within Eloqua and ensures that subscriber preferences are up to date.

NEW QUESTION # 142

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

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

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 # 143

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

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

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 # 144

How can users track the status of a data export job in Oracle Eloqua?

- A. By searching for the exported file in their local file system.
- **B. By checking the data export history in the Administration section.**
- C. By navigating to the Data Export Dashboard under the Analytics section.
- D. By reviewing the job completion email sent by Oracle Eloqua.

Answer: B

Explanation:

Oracle Eloqua provides users with a data export history log in the Administration section. This log displays the details of all data export jobs, including their status (e.g., completed, in progress, failed), start time, end time, and any errors encountered during the export process. By referring to this history, users can track the progress and status of their data export jobs.

NEW QUESTION # 145

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