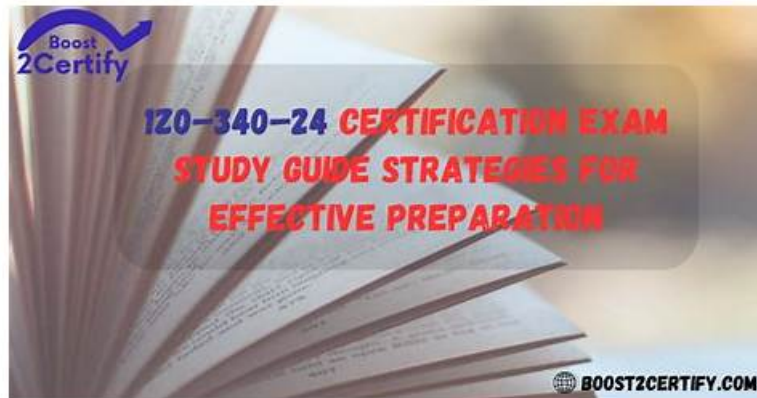


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## Oracle Eloqua Marketing 2024 Implementation Professional Sample Questions (Q33-Q38):

### NEW QUESTION # 33

Which two are examples of implementation workbooks? (Choose two.)

- A. Branding and Deliverability workbook
- B. Security Settings workbook
- C. Subscription Management workbook
- D. Current Asset and Campaign workbook
- E. Lead Scoring workbook

Answer: A,D

#### NEW QUESTION # 34

Which Default Update Logic would you choose if the client would like the Salesperson contact field to be updated even if the new value is blank? (Choose the best answer.)

- A. update if new email address
- B. always update
- C. update if blank
- D. update if new value is not blank

Answer: C

#### NEW QUESTION # 35

Which three are examples of data sources for Listener feeders in Program Canvas? (Choose three.)

- A. pulling contacts into a program when a contact is created
- B. pulling contacts into a program with unsubscribes in the last 24 hours
- C. pulling contacts into a program when their lead score changes
- D. pulling contacts into a program that opened a specific email at least three times
- E. pulling contacts into a program when they respond to a campaign

Answer: B,C,E

#### NEW QUESTION # 36

Which three factors negatively affect an IP address's sender reputation? (Choose three.)

- A. spam complaints
- B. inconsistent send volumes
- C. recycled spam trap
- D. lists of active contacts
- E. high engagement

Answer: A,D,E

#### NEW QUESTION # 37

Your client wants to send a notification email to the assigned sales representative of the contact submitting the form. Contacts have one of 2,000 possible sales representatives' names assigned to them within the Salesperson contact field.

How do you configure this? (Choose the best answer.)

- A. There is no functionality that currently exists in Eloqua to configure this solution, and your client would require custom coding.
- B. Send form submitter to a Campaign Canvas and send an email using a signature rule, where Salesperson is the key identifier.
- C. Create a picklist of sales representatives' email addresses and the corresponding Sales Rep contact field, and use the "Send Notification Email" processing step.
- D. Send form submitter to a custom object that has a data services step to direct the newly created record to a Program Canvas to send emails.

Answer: C

#### NEW QUESTION # 38

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