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Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q126-Q131):

NEW QUESTION # 126

Which of the following is a key configuration requirement of closed-loop reporting in Oracle Eloqua?

- A. Integrating Eloqua with third-party CRM systems
- B. Creating email campaigns with dynamic content
- C. Adding HTML forms to landing pages
- D. Enabling tracking scripts on web pages

Answer: A

Explanation:

Closed-loop reporting involves tracking leads from initial engagement to final conversion in order to measure the effectiveness of marketing efforts. To accomplish this, Eloqua needs to be integrated with the organization's customer relationship management (CRM) system. This integration allows for the transfer of lead data from Eloqua to CRM and vice versa, enabling the tracking and reporting of lead activity throughout the entire marketing and sales funnel.

NEW QUESTION # 127

When integrating Oracle Eloqua with a CRM system, what is important to ensure accurate data synchronization?

- A. Consistent field mappings between systems
- B. Regular data backups
- C. Open communication between IT teams
- D. Complex data validation rules

Answer: A

Explanation:

To ensure accurate data synchronization between Oracle Eloqua and a CRM system, it is crucial to have consistent field mappings between the two systems. Field mapping defines how data is mapped and transferred between Eloqua and the CRM. If the field mappings are not consistent, data can be misplaced, lost, or misinterpreted, leading to inaccurate synchronization. Regular data backups, open communication between IT teams, and complex data validation rules may also be important in overall data management, but they are not directly related to ensuring accurate data synchronization during integration. 4)

NEW QUESTION # 128

Which option best describes what happens when a contact unsubscribes from an email via the Oracle Eloqua Preference Center?

- A. The contact will continue to receive emails, but they will be marked as 'unsubscribed'.
- B. The contact will no longer receive any emails from the organization.
- C. The contact will receive a confirmation email upon unsubscribing.
- D. The contact will be automatically removed from the contact database.

Answer: B

Explanation:

When a contact unsubscribes from an email via the Oracle Eloqua Preference Center, their email preference is updated to 'unsubscribe'. This means that they will no longer receive any emails from the organization unless they explicitly change their preference again.

NEW QUESTION # 129

What is the purpose of lead scoring in Oracle Eloqua?

- A. To track the number of leads generated through marketing campaigns
- **B. To assign a value to each lead based on their likelihood to make a purchase**
- C. To measure the effectiveness of email deliverability
- D. To segment leads into different categories based on their demographics

Answer: B

Explanation:

Lead scoring in Oracle Eloqua is used to assign a value to each lead based on their behavior, demographics, and engagement with marketing content. This allows marketers to prioritize and focus their efforts on leads that are more likely to convert into customers.

NEW QUESTION # 130

Which of the following is a key component of an implementation overview?

- **A. Technical specifications for hardware and software requirements.**
- B. Detailed instructions for end-user training.
- C. A list of customer testimonials.
- D. Best practices for optimizing lead generation and nurturing.

Answer: A

Explanation:

An implementation overview typically includes technical specifications that outline the hardware and software requirements necessary to install and run Oracle Eloqua Marketing. This information is essential for planning and preparing the infrastructure needed to support the software.

NEW QUESTION # 131

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