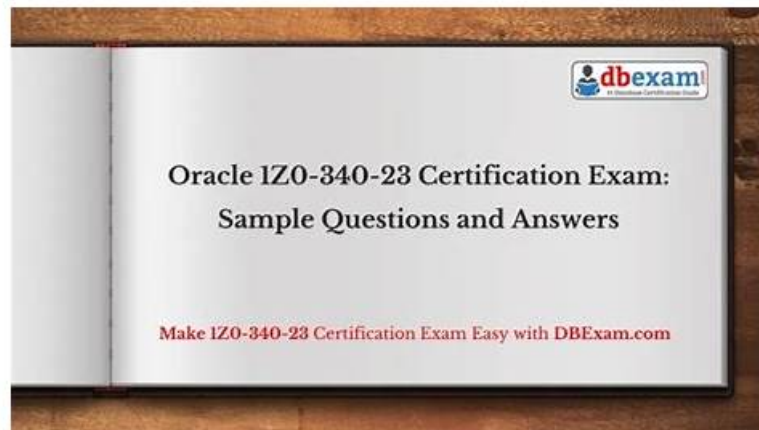


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Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q15-Q20):

NEW QUESTION # 15

Which of the following statements is true about contact and account fields in Oracle Eloqua?

- A. Contact and account fields cannot be deleted once they are created.
- B. Contact and account fields can only be used for data entry and cannot be used for segmentation.
- C. Contact and account fields cannot be grouped together in sections.
- **D. Contact and account fields can be made required for data entry.**

Answer: D

Explanation:

In Oracle Eloqua, contact and account fields can be made required, meaning they must be filled in when entering data. This helps

ensure that important information is not missed or overlooked.

NEW QUESTION # 16

What is the purpose of A/B testing in Oracle Eloqua?

- A. Automating social media posts
- B. Integrating with external CRMs
- C. Tracking website analytics
- **D. Identifying optimal email marketing strategies**

Answer: D

Explanation:

A/B testing in Oracle Eloqua allows you to test different variations of your email marketing campaigns to identify the most effective strategies. By testing different subject lines, content layouts, or calls to action, you can gather insights on what resonates best with your audience and improve the overall performance of your emails.

NEW QUESTION # 17

Which of the following best describes the concept of "email deliverability"?

- A. The total number of emails sent by an organization
- **B. The percentage of emails successfully delivered to recipients' inboxes**
- C. The average response rate to an email campaign
- D. The number of times an email is opened by recipients

Answer: B

Explanation:

Email deliverability refers to the ability of an email to reach the intended recipients' inboxes. It is measured as the percentage of emails that successfully bypass spam filters and other obstacles, arriving in the recipients' inboxes. Achieving high deliverability rates ensures that the intended audience receives and interacts with the email content.

NEW QUESTION # 18

Which of the following Eloqua tools allows you to create an email?

- **A. Email Design Editor**
- B. Campaign Canvas
- C. Program Builder
- D. Segmentation

Answer: A

Explanation:

The Email Design Editor is the tool in Eloqua that allows users to create and edit email templates. It provides a user-friendly interface with drag-and-drop functionality for designing visually appealing emails with various elements such as text, images, buttons, and dynamic content.

NEW QUESTION # 19

Which setting determines the number of allowed email sends per contact in Oracle Eloqua?

- A. Email Sender Name
- B. Email Signature
- C. Email Subject Line
- **D. Email Frequency Cap**

Answer: D

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