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Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q12-Q17):

NEW QUESTION # 12

What is the purpose of a campaign canvas in Eloqua?

- A. A campaign canvas is used to integrate third-party applications with Eloqua for campaign execution.
- B. A campaign canvas is used to design the overall flow and logic of a marketing campaign in Eloqua.

- C. A campaign canvas is used to manage the reporting and analytics of marketing campaigns in Eloqua.
- D. A campaign canvas is used to automate email marketing campaigns in Eloqua.

Answer: B

Explanation:

In Eloqua, a campaign canvas is a visual tool that allows marketers to design and map out the flow and logic of a marketing campaign. It enables the creation of multi-step, multi-channel campaigns by defining the sequence of actions, conditions, triggers, and decision points. The campaign canvas helps marketers create efficient and targeted campaigns by visualizing the campaign's structure and adjusting it as needed.

NEW QUESTION # 13

Which of the following statements best describes the purpose of an implementation overview in Oracle Eloqua Marketing?

- A. It outlines the implementation methodology and project plan for integrating Oracle Eloqua Marketing.
- B. It provides detailed information about the features and capabilities of the software.
- C. It lists the system requirements for installing Oracle Eloqua Marketing.
- D. It offers troubleshooting tips for common implementation issues.

Answer: A

Explanation:

An implementation overview provides a high-level view of the implementation process, including the methodology and project plan for integrating Oracle Eloqua Marketing into an organization's existing systems. It helps stakeholders understand the steps involved in implementing the software and sets expectations for the project timeline and deliverables.

NEW QUESTION # 14

Which of the following is a key benefit of using automation in marketing?

- A. Decreased personalization of content.
- B. Increased manual effort to manage campaigns.
- C. Improved efficiency and time savings.
- D. Reduced ability to track and measure campaign performance.

Answer: C

Explanation:

Automation in marketing, such as in Oracle Eloqua, helps businesses improve their efficiency and save time by automating repetitive tasks, such as email send-outs, lead scoring, and campaign management. This allows marketers to focus on more strategic initiatives and maximizes productivity.

NEW QUESTION # 15

Which of the following methods can be used to integrate Oracle Eloqua with a CRM system?

- A. Web Data Lookup
- B. API-based Integration
- C. All of the above
- D. Data Import/Export

Answer: C

Explanation:

Oracle Eloqua offers various methods for integrating with CRM systems. The Web Data Lookup method allows Eloqua to fetch data from an external CRM system using HTTP requests. API-based Integration involves using the CRM system's API to establish a connection and exchange data with Eloqua. Lastly, the Data Import/Export method involves exporting data from Eloqua to a file, manipulating it externally, and then importing it into the CRM system. All these methods offer different ways to integrate Eloqua with CRM systems depending on the specific requirements and capabilities of the systems involved. 3)

NEW QUESTION # 16

What is the purpose of the campaign canvas in Oracle Eloqua?

- A. To design landing pages and forms.
- B. To create and manage email campaigns.
- C. To track and measure campaign performance.
- **D. To visually plan and execute marketing campaigns.**

Answer: D

Explanation:

The campaign canvas in Oracle Eloqua is a visual interface that allows marketers to visually plan and execute their marketing campaigns. It provides a drag-and-drop environment where marketers can define the campaign flow, add assets and messaging, set up decision steps and triggers, and automate various marketing activities. It is specifically designed to aid marketers in strategizing and executing their marketing campaigns, rather than managing email campaigns, designing landing pages and forms, or tracking campaign performance (although tracking and measuring campaign performance can be done using Eloqua's reporting capabilities). -

NEW QUESTION # 17

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