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Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q154-Q159):

NEW QUESTION # 154
Which CRM integrations are supported by Oracle Eloqua Marketing 2023?

- A. Salesforce, Microsoft Dynamics 365, Oracle Sales Cloud
- B. SugarCRM, Sage CRM, Zoho CRM
- C. HubSpot, Pardot, Marketo
- D. SAP Hybris, Zoho CRM, Insightly

Answer: A

Explanation:
Oracle Eloqua Marketing 2023 supports integration with popular CRM systems such as Salesforce, Microsoft Dynamics 365, and Oracle Sales Cloud. These CRM integrations allow for seamless data synchronization between Eloqua and the CRM systems, enabling marketers to have a complete view of customer data and easily align marketing and sales activities. Integrating with these widely used CRM systems helps organizations streamline their marketing and sales efforts, improve lead management, and enhance overall customer experience. Note: While there may also be integration components available for other CRM systems mentioned in the options, the

NEW QUESTION # 155
How can you integrate Oracle Eloqua forms into a microsite?

- A. By embedding HTML code provided by Eloqua into the microsite pages.
- B. By importing a pre-designed form template into the microsite.
- C. By manually creating the forms within the microsite elements.
- D. By linking to external form builder tools.

Answer: A

Explanation:
To integrate Oracle Eloqua forms into a microsite, you need to embed the HTML code provided by Eloqua into the microsite's pages. This allows the form to be rendered and function within the microsite, capturing data and triggering marketing automation workflows. Remember, these practice

NEW QUESTION # 156
Which data is typically captured and analyzed in closed-loop reporting?

- A. Social media engagement metrics
- B. Website traffic metrics
- C. Lead demographics and firmographics
- D. Email open and click-through rates

Answer: C

Explanation:
Closed-loop reporting involves capturing and analyzing lead data throughout the marketing and sales funnel. This includes information such as lead demographics (e.g., age, gender, location) and firmographics (e.g., company size, industry). By understanding the characteristics of converted leads, marketers can tailor their campaigns to target similar prospects and improve overall conversion rates.

NEW QUESTION # 157
How can you integrate Oracle Eloqua forms into a microsite?

- A. By embedding HTML code provided by Eloqua into the microsite pages.
- B. By importing a pre-designed form template into the microsite.
- C. By manually creating the forms within the microsite elements.
- D. By linking to external form builder tools.

Answer: A

Explanation:
To integrate Oracle Eloqua forms into a microsite, you need to embed the HTML code provided by Eloqua into the microsite's pages. This allows the form to be rendered and function within the microsite, capturing data and triggering marketing automation workflows. Remember, these practice

NEW QUESTION # 158

In Oracle Eloqua, which report would you use to evaluate the success of your marketing campaigns in terms of leads generated and revenue attributed?

- A. Email Analysis Report
- B. Revenue Performance Report
- C. Contact Activity Report
- D. Campaign Canvas Report

Answer: B

Explanation:
The Revenue Performance Report in Oracle Eloqua provides insights into the success of marketing campaigns in terms of leads generated and revenue attributed. It tracks the conversions and revenue generated from campaign activities, allowing marketers to assess the effectiveness of their campaigns in driving revenue. This report is particularly useful for measuring the return on investment (ROI) of marketing efforts.

NEW QUESTION # 159

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