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## Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q89-Q94):

### NEW QUESTION # 89

Which tool within Oracle Eloqua enables marketers to track and analyze website visitor behavior?

- A. Campaign Canvas
- B. Form Designer
- C. Program Builder
- **D. Visitor Tracking**

**Answer: D**

Explanation:

The Visitor Tracking tool in Oracle Eloqua allows marketers to track and analyze the behavior of website visitors. It provides insights into which pages were visited, how long visitors spent on each page, and other engagement metrics. This data can help marketers understand user behavior, personalize their messaging, and optimize their website for better conversion rates.

#### NEW QUESTION # 90

Which statement accurately describes the role of a data model in Oracle Eloqua?

- A. It determines the access and permissions for different user roles.
- B. It governs the security and encryption of data in the platform.
- C. It improves data quality and consistency through validation rules.
- D. It facilitates the creation and execution of marketing campaigns.

**Answer: C**

Explanation:

A data model in Oracle Eloqua facilitates the improvement of data quality and consistency by implementing validation rules. These rules help enforce data integrity by ensuring that only valid and correctly formatted data is entered into the system. By defining validation rules in the data model, organizations can maintain the accuracy and reliability of their marketing data.

#### NEW QUESTION # 91

Which configuration step is necessary for closed-loop reporting in Oracle Eloqua?

- A. Enabling secure data transfers
- B. Defining conversion goals
- C. Setting up lead scoring models
- D. Establishing marketing campaigns

**Answer: B**

Explanation:

In closed-loop reporting, conversion goals need to be clearly defined in order to track and measure the success of marketing campaigns. These goals can be actions such as form submissions, downloads, purchases, or any other activity that signifies a lead converting into a customer. By defining conversion goals, Eloqua can attribute lead activity to specific campaigns and provide insights into the effectiveness of marketing efforts.

#### NEW QUESTION # 92

Which CRM integrations are supported by Oracle Eloqua Marketing 2023?

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

**Answer: C**

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 # 93

Which of the following actions can you perform when configuring contact and account views in Oracle Eloqua?

- A. Hide all contact and account fields from view
- B. Restrict access to specific contact or account fields based on user roles
- C. Change the data type of a contact or account field
- D. Add a sub-tab to display related contact or account information

**Answer: D**

Explanation:

When configuring contact and account views in Oracle Eloqua, you can add sub-tabs to display additional related contact or account information. This helps to organize and present data in a more structured manner, improving user experience and usability.

## NEW QUESTION # 94

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