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Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q92-Q97):

NEW QUESTION # 92

Which Oracle Eloqua feature allows contacts to manage their email preferences?

- A. Preference Center
- B. Email Footer
- C. Email Forwarding
- D. Email Group

Answer: A

Explanation:

The Preference Center in Oracle Eloqua is a feature that allows contacts to manage their email preferences. It provides a self-service portal where contacts can choose their communication preferences, such as opting in or out of specific email categories or selecting the frequency of emails they wish to receive. The Preference Center is an essential tool for empowering contacts to control their email preferences.

NEW QUESTION # 93

How can data filters be used in custom reports in Oracle Eloqua?

- A. Data filters can only be applied to numerical data fields.
- B. Data filters enable users to exclude specific data from the report.
- C. Data filters allow users to narrow down the report results based on specific criteria.
- D. Data filters can only be applied to pre-defined report templates.

Answer: C

Explanation:

In Oracle Eloqua custom reports, users can apply data filters to refine the report results based on specific criteria. These filters can be used to include or exclude data that meets certain conditions, such as filtering by date range, campaign name, contact status, or any other available data field. This feature helps users focus on the specific data they need for analysis or reporting.

NEW QUESTION # 94

Which of the following factors can negatively impact email deliverability?

- A. Properly authenticating the sender's email domain
- B. Consistently providing valuable and relevant content
- C. Sending emails to a double opt-in list
- D. Repeatedly sending emails to inactive or unengaged recipients

Answer: D

Explanation:

Sending emails to recipients who have shown no engagement or have become inactive can harm email deliverability. Internet service providers (ISPs) and email filters take recipient engagement into account when determining whether to deliver emails to the inbox or spam folder. Continuously sending emails to unengaged recipients increases the likelihood of being marked as spam, leading to lower deliverability rates.

NEW QUESTION # 95

How does closed-loop reporting benefit marketers in Oracle Eloqua?

- A. It streamlines the lead nurturing process
- B. It enables real-time A/B testing of email content
- C. It automates the creation of landing pages
- **D. It provides insights into the ROI of marketing campaigns**

Answer: D

Explanation:

Closed-loop reporting in Oracle Eloqua allows marketers to measure the return on investment (ROI) of their marketing campaigns. By tracking leads from initial engagement to final conversion, marketers can determine which campaigns and activities are generating the most revenue. This information enables them to make data-driven decisions, optimize their marketing strategies, and allocate resources more effectively.

NEW QUESTION # 96

What is the first step in the process of adding, capturing, and enhancing data in Eloqua?

- A. Importing data from external sources
- B. Creating a data card
- C. Enriching data through third-party integrations
- **D. Defining data fields**

Answer: D

Explanation:

The first step in the process of adding, capturing, and enhancing data in Eloqua is defining data fields. Data fields are the placeholders where you can store and organize data in Eloqua. By defining data fields, you establish the structure for capturing and storing the desired information.

NEW QUESTION # 97

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