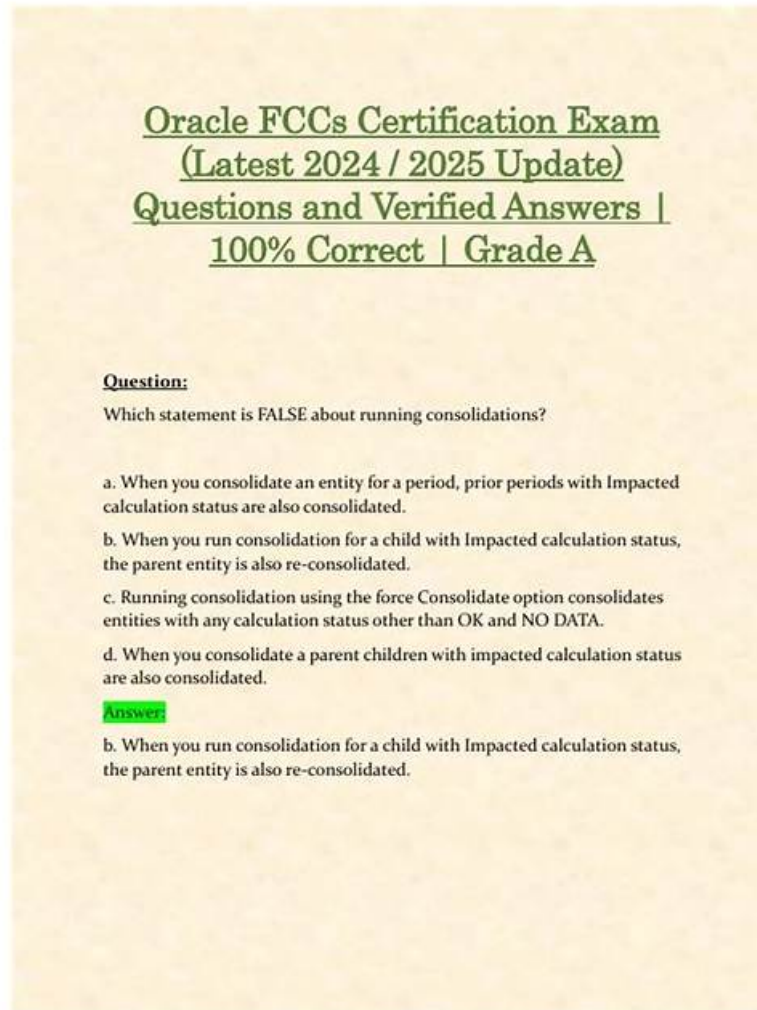


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Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q92-Q97):

NEW QUESTION # 92

Which CRM integrations are supported by Oracle Eloqua Marketing 2023?

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

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

What is the main purpose of subscription and preference management within Eloqua?

- A. To prevent subscribers from managing their own preferences.
- B. To improve deliverability of emails.
- C. To increase spam complaints and unsubscribe rates.
- D. To avoid sending targeted communications to subscribers.

Answer: B

Explanation:

The primary purpose of subscription and preference management within Eloqua is to improve the deliverability of emails. By allowing subscribers to manage their preferences, marketers can ensure that they receive emails that are relevant to their interests. This not only enhances subscriber engagement but also reduces the risk of emails being marked as spam or unsubscribing. This feature is crucial for maintaining a positive sender reputation and delivering targeted communications to engaged subscribers.

NEW QUESTION # 94

Which of the following roles can access Security Settings in Oracle Eloqua?

- A. Marketing User
- B. Administrator
- C. Sales User
- D. Database User

Answer: B

Explanation:

Only users with the Administrator role have access to the Security Settings in Oracle Eloqua. The Administrator role allows users to configure and manage security settings, user access, and permissions within the platform.

NEW QUESTION # 95

How can you add a new field to an existing form in Oracle Eloqua?

- A. You can only add new fields by editing the HTML code of the form.
- B. You need to contact Oracle Eloqua support to add new fields.
- **C. You can add new fields using the drag-and-drop editor.**
- D. It is not possible to add new fields to an existing form.

Answer: C

Explanation:

Oracle Eloqua provides a user-friendly drag-and-drop editor that enables users to add new fields to an existing form. By selecting the desired field type (e.g., text input, dropdown, checkbox) and dragging it onto the form, users can easily add new fields without any coding knowledge.

NEW QUESTION # 96

Which of the following factors can negatively impact email deliverability?

- A. Consistently providing valuable and relevant content
- B. Sending emails to a double opt-in list
- C. Properly authenticating the sender's email domain
- **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 # 97

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