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Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q117-Q122):

NEW QUESTION # 117

When creating a program in program canvas, which step allows users to define entry criteria for contacts to enter the program?

- A. Segment step
- B. Decision step
- C. Wait step
- D. Action step

Answer: A

Explanation:

The Segment step is used to define entry criteria for contacts to enter the program. This step allows users to specify the characteristics and conditions that contacts must meet in order to be included in the program. By defining these criteria, you can ensure that only the desired contacts are enrolled in the program, maximizing its effectiveness.

NEW QUESTION # 118

Which statement accurately describes the subscription and preference management options available within Eloqua?

- A. Subscription and preference management options in Eloqua can only be accessed by advanced users with a separate subscription.
- B. Subscription and preference management options within Eloqua allow marketers to automatically manage subscriber preferences and send targeted communications.
- C. Eloqua does not offer any subscription or preference management options.
- D. Eloqua offers limited subscription and preference management options through third-party integrations.

Answer: B

Explanation:

Eloqua provides built-in subscription and preference management options that allow marketers to collect and manage subscriber preferences. These options allow marketers to automate subscriber management and ensure that they receive targeted and relevant communications based on their preferences. The subscription and preference management options are an essential feature of Eloqua that enables marketers to enhance subscriber engagement and deliver personalized experiences.

NEW QUESTION # 119

Which of the following elements can you customize on a landing page in Oracle Eloqua?

- A. Header image
- B. All of the above
- C. Font style
- D. Background color

Answer: B

Explanation:

When configuring a customized landing page on Oracle Eloqua, you have the ability to customize various elements such as the background color, font style, and header image. This allows you to create a visually appealing and personalized landing page that aligns with your branding and messaging.

NEW QUESTION # 120

What is the role of workflows in Oracle Eloqua Automation?

- A. To manually manage contact lists.
- B. To automate and sequence marketing activities.
- C. To manually track website visitor behavior.

- D. To manually create email templates.

Answer: B

Explanation:

Workflows in Oracle Eloqua Automation are used to automate and sequence marketing activities. They enable marketers to create a series of automated actions, such as sending emails, updating contact data, and assigning leads to sales, based on predefined triggers and conditions. This helps to streamline and optimize marketing processes.

NEW QUESTION # 121

Which of the following reports allows you to analyze the effectiveness of email campaigns in Oracle Eloqua?

- A. Form Submission Report
- **B. Email Analysis Report**
- C. Campaign Canvas Report
- D. Event Registration Report

Answer: B

Explanation:

The Email Analysis Report in Oracle Eloqua provides insights into the performance of email campaigns by displaying metrics such as open rates, click-through rates, conversions, and bounce rates. This report helps marketers track and analyze the effectiveness of their email campaigns and make data-driven decisions for optimization.

NEW QUESTION # 122

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