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Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q114-Q119):

NEW QUESTION # 114

Which of the following best describes campaign canvas settings in Oracle Eloqua Marketing?

- A. Campaign canvas settings specify the timing and frequency of campaign actions.
- B. Campaign canvas settings refer to the predefined templates available for creating campaigns.
- C. Campaign canvas settings define the campaign goals and objectives.
- **D. Campaign canvas settings determine the overall look and feel of the campaign canvas.**

Answer: D

Explanation:

Campaign canvas settings in Oracle Eloqua Marketing involve configuring the visual elements that are displayed on the campaign canvas. This includes selecting the background color, font style, icon sets, and other design elements. By adjusting these settings,

marketers can create a visually consistent and appealing campaign canvas that aligns with their brand and messaging. While other options, such as campaign goals and timing, are important aspects of campaign setup, they are not specifically related to campaign canvas settings.

NEW QUESTION # 115

Which of the following is a key configuration requirement of closed-loop reporting in Oracle Eloqua?

- A. Enabling tracking scripts on web pages
- B. Adding HTML forms to landing pages
- C. Creating email campaigns with dynamic content
- **D. Integrating Eloqua with third-party CRM systems**

Answer: D

Explanation:

Closed-loop reporting involves tracking leads from initial engagement to final conversion in order to measure the effectiveness of marketing efforts. To accomplish this, Eloqua needs to be integrated with the organization's customer relationship management (CRM) system. This integration allows for the transfer of lead data from Eloqua to CRM and vice versa, enabling the tracking and reporting of lead activity throughout the entire marketing and sales funnel.

NEW QUESTION # 116

Which of the following best defines a data model in Oracle Eloqua?

- A. A list of data fields available in Eloqua for marketing automation.
- B. A diagram that represents the structure of the database.
- C. A document providing guidelines for data integration with Eloqua.
- **D. A set of rules defining how data is organized and stored in Eloqua.**

Answer: D

Explanation:

A data model in Oracle Eloqua defines the structure of the database, including tables, fields, and relationships. It specifies the rules for organizing and storing data within Eloqua, ensuring consistency and integrity. It serves as a blueprint for how data is represented and managed within the marketing automation platform.

NEW QUESTION # 117

What is the purpose of the campaign canvas in Oracle Eloqua?

- A. To design landing pages and forms.
- **B. To visually plan and execute marketing campaigns.**
- C. To track and measure campaign performance.
- D. To create and manage email campaigns.

Answer: B

Explanation:

The campaign canvas in Oracle Eloqua is a visual interface that allows marketers to visually plan and execute their marketing campaigns. It provides a drag-and-drop environment where marketers can define the campaign flow, add assets and messaging, set up decision steps and triggers, and automate various marketing activities. It is specifically designed to aid marketers in strategizing and executing their marketing campaigns, rather than managing email campaigns, designing landing pages and forms, or tracking campaign performance (although tracking and measuring campaign performance can be done using Eloqua's reporting capabilities).

NEW QUESTION # 118

Which of the following is a key configuration requirement of closed-loop reporting in Oracle Eloqua?

- A. Enabling tracking scripts on web pages

- B. Adding HTML forms to landing pages
- C. Creating email campaigns with dynamic content
- **D. Integrating Eloqua with third-party CRM systems**

Answer: D

Explanation:

Closed-loop reporting involves tracking leads from initial engagement to final conversion in order to measure the effectiveness of marketing efforts. To accomplish this, Eloqua needs to be integrated with the organization's customer relationship management (CRM) system. This integration allows for the transfer of lead data from Eloqua to CRM and vice versa, enabling the tracking and reporting of lead activity throughout the entire marketing and sales funnel.

NEW QUESTION # 119

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