

Oracle

Exam 1z0-412

Oracle Eloqua and Oracle Content Marketing Cloud Service 2013 Implementation Essentials

Version: 7.0

[Total Questions: 75]

Question No : 1

You create an autosync to populate a custom object. The auto sync history shows that records were successfully created, but when you look at the Custom Object Records Mapped Contact Breakdown report, you see that none of the custom object records are mapped to the contact records. Which three settings would cause this?

A) **Upload Details**

Data Upload Source: Get CRM Opportunities
 Upload Purpose: Add these data cards to the database
 Name: Get CRM Opportunities
 Description:
 Enabled:
 Execute after: (none)
 Send email on success:
 Send email on failure:

B) **Import Data Cards**

Data Card Set: CRM Opportunities
 Status of uploaded data cards: Registered
 Overwrite status of existing data cards:
 Data Card ReadOnly:
 Map data cards:
 Entity Type: Contacts
 Entity Field: Siebel OnDemand Contact ID
 Source Field: Primary Contact ID
 Case sensitive match:

C) **Import Data Cards**

Data Card Set: CRM Opportunities
 Status of uploaded data cards: Registered
 Overwrite status of existing data cards:
 Data Card ReadOnly:
 Map data cards:
 Entity Type: Contacts
 Entity Field: Siebel OnDemand Contact ID
 Source Field: Primary Contact ID
 Case sensitive match:
 Add Data Cards to Program Step:
 Program Step: (none)

D) **Validate Email Address**

Validate that the email address exists and the format is correct:

Import Data Cards

Data Card Set: CRM Opportunities
 Status of uploaded data cards: Registered
 Overwrite status of existing data cards:
 Data Card ReadOnly:
 Map data cards:
 Entity Type: Contacts
 Entity Field: Email Address
 Source Field: Primary Contact ID
 Case sensitive match:
 Add Data Cards to Program Step:
 Program Step: (none)

E) **Import Data Cards**

Data Card Set: CRM Opportunities
 Status of uploaded data cards: Registered
 Overwrite status of existing data cards:
 Data Card ReadOnly:
 Map data cards:
 Entity Type: Companies
 Entity Field: Map Only: Eloqua Company ID
 Source Field: Row Id
 Case sensitive match:

F) **Filter Details**

Filter Type: Multiple Comparison (AND)

	Siebel CRM OnDemand Opportunity Fields	Operator	Expression
1.	Modified: Date External	Greater Than or Equal	Last Successful Upload

A. Option A

- B. Option B
- C. Option C
- D. Option D
- E. Option E
- F. Option F

Answer: A,B,E

Question No : 2

What happens when you upload a file and a field value does not match the list of values in the Eloqua picklist for that contact field?

- A. The entire list upload fails.
- B. The record is not created in Eloqua.
- C. The record is created in Eloqua but no values are written to the mapped field.
- D. The record is created in Eloqua and the field value from the file is written to the mapped field.

Answer: B

Question No : 3

You configure auto syncs Closed-Loop Reporting. In what order should they run?

- A. Get Opportunities
Get Opportunities and Link to Contacts
Get Contacts
- B. Get Opportunities and Link to Contacts
Get Contacts
Get Opportunities
- C. Get Contacts
Get Opportunities and Link to Contacts
Get Opportunities
- D. Get Contacts
Get Opportunities
Get Opportunities and Link to Contacts
- E. Order does not matter as long as data priority is set correctly

Answer: C

Question No : 4

Which two actions link a visitor profile to an Eloqua contact record?

- A. Receiving an Eloqua email
- B. Clicking a link in an Eloqua email
- C. Submitting a form
- D. Visiting an Eloqua tracked web page from a search engine

Answer: B,C

Question No : 5

You are building a data standardization program and want to test the program flow before creating the remaining data tools. You have selected the action "Run Update Rule Set" so that you can come back and select update rules after they have been created. When you enable the program, the program checker displays this error message: "the program cannot be enabled because it has not been fully configured."

What do you do?

- A. Override and enable the program.
- B. Disable the steps that contain actions without Update Rules selected, and then enable the program.
- C. Change the steps that contain actions without Update Rules selected to "No Action - Pass Through Step," and then enable the program.
- D. Change the steps that contain actions without Update Rules selected to "No Action - Wait specified time," and then enable the program.

Answer: C

Question No : 6

On which Eloqua data entity is "Company from IP" (used in Eloqua Insight for reporting via a reverse DNS lookup) stored?

- A. Contact
- B. Account
- C. Visitor Profile
- D. Campaign

Answer: D

Reference:

<https://community.oracle.com/community/topliners/do-it>

Question No : 7

Which Eloqua entity that is used in Closed-Loop Reporting is sunced on way, from Eloqua to CRM?

- A. Contact
- B. Campaign
- C. Response
- D. Opportunity

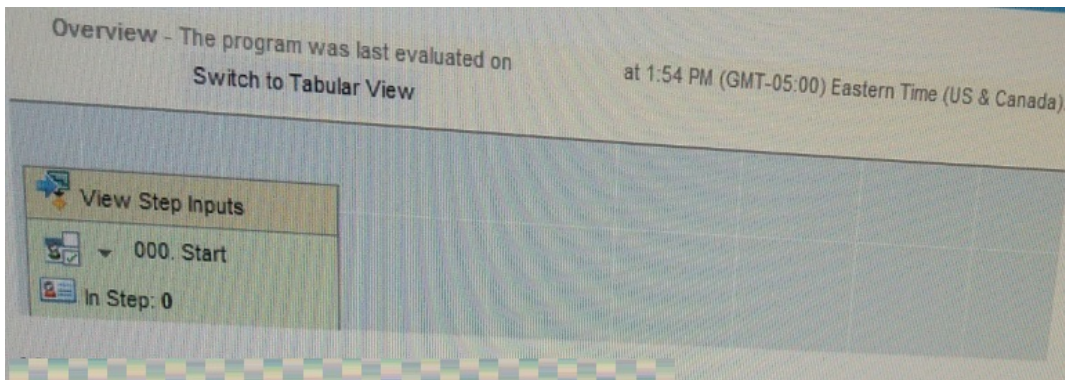
Answer: B

Reference:

<https://community.oracle.com/thread/3666606>

Question No : 8

Refer to the Exhibit.



You modify the Update Rule in the first step, move all contacts in the program to the first step, and then enable the program in Priority Mode. At what time would you see the results of the Update Rule?

- A. 1:59 PM
- B. 2:04 PM
- C. 2:09 PM
- D. 2:24 PM
- E. 3:54 PM

Answer: C

Question No : 9

You are configuring subscription management and your client has selected the Subscription Management page option.

Your client wants the email groups listed in this order:

-  Weekly Newsletter
-  Monthly Newsletter
-  Events
-  Product Updates

How would you configure this?

- A. Create the email groups in the order listed. The email groups are displayed on the Subscription Management page based on Created Date/Time.
- B. Edit "Name of the Email Group As It Appears to Contacts." The email groups are displayed on the Subscription Management page in alphanumeric order of this value.
- C. Edit email group "Name." The email groups are displayed on the Subscription Management page in alphanumeric order of this value.