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Vendor:Oracle

Exam Code:1Z0-412

Exam Name:Oracle Eloqua Marketing Cloud Service
2013 Implementation Essentials

Version:Demo

QUESTION 1

Refer to the Exhibit.



You are configuring a Contact Data Import over SFTP. You select Import Settings and successfully test the connection with the Server URL. However, on the Field Mapping screen, you do not have any fields to map. What do you do?

- A. Install SFTP certificates within Eloqua.
- B. Enable Priority Source in the integration area.
- C. Confirm and re-enter the Path of the file location.
- D. Whitelist the Eloqua database IPs on the SFTP server.

Correct Answer: C

QUESTION 2

Refer to the exhibits. Exhibit 1 Exhibit2

Lookup Table

Region-Country

Lookup Table Details

Display Name:

Description:

Lookup Value Column Name:

Replacement Value Column Name:

Values are case sensitive Note: This setting can only be changed when the table is empty

Update Rule Set

Update Rule Set

Update Rule Set Name:

Entity Type:

Update Rules

Update Rule List (Drag and drop to change the order of the rules)

Overwrite "Country" field with lookup table "Region-Country" value, when "Country" field matches with lookup table "Region-Country" key

+ Add Update Rule

Edit Update Rule

Select a field to update:

Select an update action:

Select a lookup field:

Select a lookup table:

Overwrite if lookup value not found

Make this rule Conditional

✓ Apply ✗ Cancel

You configure a data standardization program to populate Region based on Country, which then sends records to the CRM update program. During testing, the Region field is not written to CRM. You confirm that the Region field is mapped

correctly in external calls.

How would you fix this?

- A. In the Lookup Table, change the Lookup Value to Region and the Replacement Value to Country.
- B. Re-upload the list of values to the Lookup Table.
- C. In the Lookup Table, change the display name to Country-Region.
- D. In Update Rule, change the lookup field to Region.
- E. In Update Rule, change the field to update to Region.

Correct Answer: C

QUESTION 3

A CRM Lead is converted to a contact. What happens in Eloqua when the next set of auto syncs run, given this change?

- A. "Get Contacts" blanks out the Lead ID and writes the Contact ID.
- B. "Get Deleted Leads" blanks out the Lead ID and "Get Contacts" writes the Contact ID.
- C. "Get Converted Leads" blanks out the Lead ID and "Get Contacts" writes the Contact ID.
- D. "Get Deleted Contacts" blanks out the Lead ID and "Get Contacts" writes the Contact ID.

Correct Answer: C

Reference:

<https://community.oracle.com/thread/3659140>

QUESTION 4

When can the Unique Code of a custom object be changed?

- A. Anytime
- B. Only when there are no custom object records in the custom object
- C. Only when there are no custom object records in the custom object with a value in the Unique Code field
- D. Never; after it is selected and the custom object is saved, it cannot be changed

Correct Answer: C

QUESTION 5

What is the correct filter criteria to identify contacts that has an opportunity created within the last 12 months that is now closed?

A) **Has Linked Record in Custom Object**
Double-click to choose a custom object...

Contacts who have a linked record in custom object...

Opportunities

Remove Add

Opportunity Date Within the Last 12 months
Stage equal to Closed

B) **Has Linked Record in Custom Object**
Contacts who have a linked record in custom object "Opportunities" that matches 1 field condition

Contacts who have a linked record in custom object...

Opportunities

Remove Add

Stage equal to Closed
Opportunity Date Before 08/18/2011

C) **Has Linked Record in Custom Object**
Contacts who have a linked record in custom object "Opportunities" that matches 1 field condition

OR

Has Linked Record in Custom Object
Contacts who have a linked record in custom object "Opportunities" that matches 1 field condition

Stage equal to Closed

Contacts who have a linked record in custom object...

Opportunities

Remove Add

Opportunity Date Within the Last 12 months

D) **Has Linked Record in Custom Object**
Contacts who have a linked record in custom object "Opportunities" that matches 1 field condition

AND

Stage equal to Closed

Has Linked Record in Custom Object
Double-click to choose a custom object...

Contacts who have a linked record in custom object...

Opportunities

Remove Add

Opportunity Date Within the Last 12 months

- A. Option A
- B. Option B
- C. Option C
- D. Option D

Correct Answer: B

QUESTION 6

You are a customer Administrator. You create a new campaign and want to restrict who is able to edit, delete, and activate the campaign. What do you do after saving the campaign?

- A. From the campaign, edit access from the "Settings" menu option.
- B. From the campaign, edit access from the "Permissions" menu option.
- C. From the Setup > Users area, edit access to Asset Creation in Security Group Overview.
- D. By default, only the creator of the asset has full access and no further action is required.

Correct Answer: C

Reference:

https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/SecurityGroups/Tasks/ConfiguringAssetCreationSettings.htm

QUESTION 7

When someone registers for a multi-session in-person event, a confirmation email is to be sent for each session with specific details of the event, including the date, time, and address.

Where do you configure the processing step to send the confirmation email such that the same email can be used for all sessions?

- A. Campaign Canvas
- B. Registration Form
- C. Event Module: New Registration Event Action
- D. Event Module: 1 Week Reminder Event Action

Correct Answer: C

QUESTION 8

What happens when the "Unsubscribe from Eloqua" web link is clicked on a CRM record?

- A. The Eloqua Subscription Management page opens in a new window.
- B. The Email Opt Out check box is selected on the CRM record, the CRM record is pulled into Eloqua during the next auto sync, and then the record is globally unsubscribed in an Eloqua program.
- C. The record is globally unsubscribed in Eloqua via an internal event, which triggers the Email Unsubscribe external call, which then selects the Email Opt Out check box on the CRM record.
- D. The CRM record is pulled into Eloqua during the next auto sync, and then the record is globally unsubscribed in Eloqua via an internal event, which triggers the Email Unsubscribe external call, which then selects the Email Opt Out check box on the CRM record.

Correct Answer: B

Reference:

<https://community.oracle.com/community/topliners/do-it/blog/2012/09/03/effectively-removing-records-from-eloqua>

QUESTION 9

You create an email in the email editor and insert a hyperlink to an Eloqua landing page. When viewing the hyperlink Manager, you notice that the check is not selected to track the link.

Track	Count	Link Name	Link URL
<input type="checkbox"/>	1	new whitepaper	http://

What would you do and why?

- A. Nothing. The check box needs to be selected only when the linking URL is https://.
- B. Nothing. The check box needs to be selected only when linking to non-Eloqua tracked web pages or externally hosted assets.
- C. Select the check box to track click-through to Eloqua-hosted landing pages.
- D. Select the check box to track hyperlinks to any web page that contains an asset.

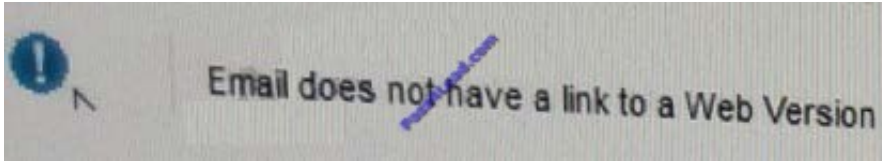
Correct Answer: C

Reference:

<https://community.oracle.com/community/topliners/do-it/blog/2012/09/19/when-and-how-to-use-the-eloqua-redirect>

QUESTION 10

After running the email checker on your email, you get the following result:



What happens when you activate the campaign that contains this email?

- A. The email is not sent.
- B. An online version is generated and placed in the email header.
- C. The email is sent.
- D. The campaign returns a draft error.

Correct Answer: D

QUESTION 11

You are a member of two Custom Security Groups. One group allows you to delete contacts, whereas the other does not.

What happens when you try to delete a contact?

- A. You are prompted with an error message stating that you do not have access to delete contacts.
- B. You are asked to contact an administrator to delete the contact.
- C. You are able to delete the contact and remain a member of both Custom Security Groups.
- D. You are able to delete the contact and are removed from the Custom Security Group that does not allow contact deletion.

Correct Answer: BC

QUESTION 12

What are two ways to format the look-and-feel of a graph's series, for example, change the color and transparency of bars in a bar graph or pie slices in a pie graph?

- A. Template dialog box
- B. Graph tab
- C. Report Options dialog box
- D. Format: Graph dialog box
- E. Values dialog box

Correct Answer: AC

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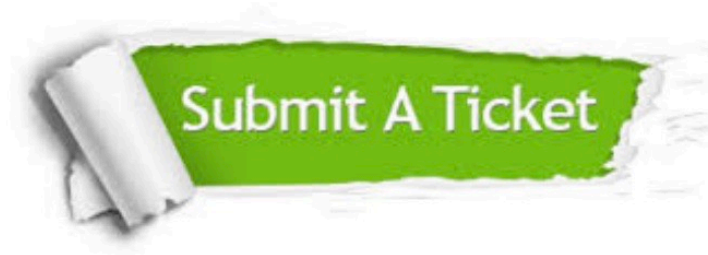
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