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Oracle

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Oracle Eloqua Marketing 2026 Implementation Professional



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Question: 1

What is the primary purpose of the Campaign Canvas in Oracle Eloqua?

- A. To design email templates
- B. To manage CRM field mappings
- C. To visually design and automate marketing campaigns
- D. To configure database schema

Answer: C

Explanation:

The Campaign Canvas is used to visually design campaign logic, flow, and automation.

Question: 2

Which TWO actions are considered best practices in Oracle Eloqua implementations?

- A. Duplicating existing security groups before modification
- B. Editing default system security groups directly
- C. Using shared filters for consistent segmentation
- D. Hardcoding campaign logic without testing

Answer: A, C

Explanation:

Oracle recommends duplicating security groups and using shared filters for scalability and governance.

Question: 3

What is the primary purpose of the Campaign Canvas in Oracle Eloqua?

- A. To design email templates
- B. To manage CRM field mappings
- C. To visually design and automate marketing campaigns
- D. To configure database schema

Answer: C

Explanation:

The Campaign Canvas is used to visually design campaign logic, flow, and automation.

Question: 4

What is the primary purpose of the Campaign Canvas in Oracle Eloqua?

- A. To design email templates
- B. To manage CRM field mappings
- C. To visually design and automate marketing campaigns
- D. To configure database schema

Answer: C

Explanation:

The Campaign Canvas is used to visually design campaign logic, flow, and automation.

Question: 5

Which TWO actions are considered best practices in Oracle Eloqua implementations?

- A. Duplicating existing security groups before modification
- B. Editing default system security groups directly
- C. Using shared filters for consistent segmentation
- D. Hardcoding campaign logic without testing

Answer: A, C

Explanation:

Oracle recommends duplicating security groups and using shared filters for scalability and governance.

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