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Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

Which action does Strict Mode Tracking enable? (Choose the best answer.)

- A. It filters out select IP addresses from being tracked within Eloqua.
- B. It ties the email activity of the recipient with their contact profile by creating a unique Eloqua recipient ID.
- C. It allows clients to control whether visitors in certain countries or all visitors need to opt in to website tracking.
- D. It tracks email opens via a tracking pixel placed on all emails sent out of Eloqua.

Correct Answer: C

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EloquaAsynchronousTrackingScripts/Tasks/StrictModeTracking.htm

QUESTION 2

When performing Email Marketing configuration, which two items should be provided? (Choose two.)

- A. lists of bouncebacks, unsubscribes, contacts not in CRM and competitor domains
- B. list of processing steps after a form is submitted
- C. list of additional websites to track
- D. a subscription management option

Correct Answer: BD

QUESTION 3

Your client is building a Campaign Canvas and receiving a draft error of "Campaign Contact Re-entry Error".

Why are they receiving this error? (Choose the best answer.)

- A. Contacts are never allowed to enter the campaign more than once, even if they appear in the segment again.
- B. The "Allow contracts to enter the campaign more than once" setting and the "Add members regularly until campaign is deactivated" segment option have been selected.
- C. Contacts are appearing in multiple segment blocks in the segment, and the system has added the contact more than once because they qualified in multiple filters.
- D. The "Allow contacts to enter the campaign more than once" setting has been selected, but contacts in the segment do not qualify to enter the campaign.

Correct Answer: B

Reference: <https://community.oracle.com/thread/4209660>

**QUESTION 4**

Given this segment, which two contacts will be included? (Choose two.)



- A. A contact in New York who clicked an email one time and submitted a form one time 14 days ago.
- B. A contact in California who submitted 2 forms 1 week ago.
- C. A contact in California who submitted a form one time 7 days ago.
- D. A contact in New York who opened an email 1 week ago.
- E. A contact in California who clicked an email one time and submitted a form one time 45 days ago.

Correct Answer: AD

QUESTION 5

Based on the criteria in the Segment Step and Campaign Settings below, when will Contacts be triggered to enter this campaign? (Choose the best answer.)



- A. only when the campaign is first activated, even if they have been in the campaign before
- B. during the hourly segment evaluation, and if they have NOT been in the campaign before
- C. during the hourly segment evaluation, even if they have been in the campaign before
- D. only when the campaign is first activated and they have NOT been in the campaign before

Correct Answer: B

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/GettingStartedTutorials/SegmentTutorial/Step2AddSegmentToCampaign.htm

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