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Oracle Eloqua CX Marketing 2020 Implementation Essentials

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**QUESTION 1**

In which two ways can you create a view within Eloqua to show select contact field and account field values together? (Choose two.)

- A. Choose "View Account Details" within the settings of a shared list containing the contacts you chose
- B. Create a custom contact report within Insight, pulling in attributes from the account table
- C. Within the "Fields and View" window, you can link a contact view with an account view that will show both field sets when selected.
- D. Within the "Fields and View" window, you can create a customized view containing both contact and account fields.

Correct Answer: CD

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/IntegrationWithSFDC/EQtoSFDCSync/CloningSalesforceFields.htm

QUESTION 2

An integration updates a custom data object that uniquely maps to contacts within Eloqua using an email address. When net-new contacts are created via the integration, the contact is created with the accurate field values. However, subsequent updates to mapped fields of the custom object records are NOT reflected on the contact.

What is the cause of this? (Choose the best answer.)

- A. You cannot update field values on the contact table from a custom object record.
- B. The "Save to Contact Table" processing step within record services is NOT enabled.
- C. The "Update Existing Record or Data Object" processing step within services is NOT enabled.
- D. The field mapping within the custom object is configured incorrectly.

Correct Answer: D

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

When uploading users into Eloqua who will only be used for dynamic signatures, which security group acronym must be used in the SecurityGroup column? (Choose the best answer.)

- A. DSIG
- B. SALE
- C. CADM
- D. EXEC

Correct Answer: D

QUESTION 5

Which is NOT possible within Program Builder? (Choose the best answer.)

- A. Send an email to an email address within a custom object record.
- B. Concatenate two fields values into a single contact field using the CWM app.
- C. Assign ownership of a contract randomly through a round robin assignment.
- D. Add a re-evaluation frequency to a "No" path of every 10 minutes for one week.

Correct Answer: C

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