



1Z0-340-20^{Q&As}

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

Which two are examples of implementation workbooks? (Choose two.)

- A. Lead Scoring workbook
- B. Subscription Management workbook
- C. Security Settings workbook
- D. Branding and Deliverability workbook
- E. Current Asset and Campaign workbook

Correct Answer: DE

QUESTION 2

On which domain in an Eloqua email is Domain Key Identified (DKIM) signing performed? (Choose the best answer.)

- A. User email address
- B. "Reply-To" email address
- C. Subsite domain
- D. "From" email address
- E. "To" email address

Correct Answer: D

QUESTION 3

You need to ensure that customers receive critical notices related to their purchase. How should this be handled? (Choose the best answer.)

- A. With an Email Group that is not displayed on the preference center
- B. With a program that re-subscribes customers who have unsubscribed from emails
- C. With Contact Level Security applied to those contacts
- D. With default asset permissions applied to those emails

Correct Answer: C

QUESTION 4



Which scenario would require a custom subscription management page? (Choose the best answer.)

- A. managing contact-level security
- B. managing multiple brand identities
- C. ongoing data cleansing
- D. enabling sales tools

Correct Answer: B

QUESTION 5

Which two frequency options are NOT available in the drop down when creating Agents? (Choose two.)

- A. Monthly
- B. Weekly
- C. Once
- D. Quarterly
- E. Bi-Weekly
- F. Daily
- G. Never

Correct Answer: DE

Reference: https://www.youtube.com/watch?v=tt2An45P_7g

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