



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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

Which is considered a transactional email? (Choose the best answer.)

- A. an announcement from the CEO
- B. an exclusive upgrade for existing customers
- C. an offer from a partner
- D. an update to your customer privacy policy

Correct Answer: D

QUESTION 2

Which three factors negatively affect an IP address's sender reputation? (Choose three.)

- A. high engagement
- B. inconsistent send volumes
- C. recycled spam trap
- D. spam complaints
- E. lists of active contacts

Correct Answer: ADE

QUESTION 3

In which three ways can contacts be added to Eloqua? (Choose three.)

- A. Decision Step
- B. Form Submit
- C. Update Rule
- D. CRM Integration
- E. Feeder App

Correct Answer: BCD

QUESTION 4

Which two roles are recommended to participate during configuration implementation? (Choose two.)



- A. Eloqua Sales Users
- B. Eloqua Marketing Managers
- C. Eloqua Executive Sponsors
- D. Eloqua Power Users
- E. Eloqua Administrators

Correct Answer: DE

QUESTION 5

You want to access Profiler using your company\\'s login credentials.

Which URL would you choose? (Choose the best answer.)

- A. Direct
- B. XMLLogin
- C. SAML
- D. SFDC IDP
- E. Autologin

Correct Answer: C

Reference: [https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/pdf/ OracleEloqua_Profiler_UserGuide.pdf](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/pdf/OracleEloqua_Profiler_UserGuide.pdf)

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