1Z0-340-20 Q&As

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

Which statement is an accurate definition of a secure microsite? (Choose the best answer.)

A. A secure microsite is used only when no sensitive data will be transmitted between the browser and the web server.

B. A secure microsite uses SSL to encrypt the data that is passed between a visitor\\'s browser and the web server.

C. A secure microsite is only displayed after a contact submits an Eloqua form.

D. All secure microsites require visitors to log in before they can view the site\\'s content.

Correct Answer: B

Reference: https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/Microsites/ SecureMicrosites.htm

QUESTION 2

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 3

When contact labels are assigned, which contacts can enter a campaign? (Choose the best answer.)

A. only contacts assigned to the user who activated the campaign

B. contacts assigned to the user who activated the campaign and the Admin security group

C. only contacts assigned to the user who created the campaign

D. contacts assigned to the user who created the campaign and the Admin Security group

Correct Answer: A

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ContactSecurity/ ContactSecurity.htm

QUESTION 4

Your client would like to hold contacts until they open an email, and then send another follow-up immediately after they

open it. If the contacts do not open the email, they would like to wait two weeks and then send them to a different campaign.

How would you advise they configure this in the Campaign Canvas? (Choose the best answer.)

A. Hold all contracts in a two-week step and then determine which action should occur next with a decision step of "Did contacts open email?".

B. Send contacts to a Program Canvas in order to send a follow-up email and disable the Campaign Canvas.

C. Send all Contacts to the email step and use Scheduling settings to determine when to send the email.

D. Add an evaluation period on the decision step of "Did contacts open email?" with an evaluation period of two weeks.

Correct Answer: C

QUESTION 5

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