



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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

In what order you put these steps when making a template available in Engage? (Choose the best answer.)

1.

Assign the email to the email group that you enabled for sales.

2.

Enable the Sales Users security group to have access to the email group.

3.

Decide which existing or new email group will be available in Engage.

4.

Create a new email.

5.

Enable sales users to have access to the email.

6.

Select the Make This Email Group Available in Eloqua for Sales check box.

A. 2, 5, 1, 3, 4, 6

B. 1, 2, 3, 4, 5, 6

C. 6, 5, 4, 3, 2, 1

D. 3, 6, 2, 4, 1, 5

E. 3, 4, 1, 2, 5, 6

Correct Answer: D

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Engage/Tasks/MakingTemplateAvailableInEngage.htm

QUESTION 2

Your client wants to send a notification email to the assigned sales representative of the contact submitting the form. Contacts have one of 2,000 possible sales representatives' names assigned to them within the Salesperson contact field.

How do you configure this? (Choose the best answer.)

A. Send form submitter to a custom object that has a data services step to direct the newly created record to a Program Canvas to send emails.



- B. There is no functionality that currently exists in Eloqua to configure this solution, and your client would require custom coding.
- C. Send form submitter to a Campaign Canvas and send an email using a signature rule, where Salesperson is the key identifier.
- D. Create a picklist of sales representatives\' email addresses and the corresponding Sales Rep contact field, and use the "Send Notification Email" processing step.

Correct Answer: D

QUESTION 3

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 4

Which feature is only available with the Premium Oracle Eloqua Branding and Deliverability package? (Choose the best answer.)

- A. Branded image and links
- B. Dedicated IP
- C. Dkim authentication
- D. Branded DNS
- E. Custom IP Routing

Correct Answer: E

Reference: <http://www.oracle.com/us/corporate/contracts/eloqua-service-descriptions-1958979.pdf> (17)

QUESTION 5



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

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