



# 1Z0-340-20<sup>Q&As</sup>

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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### QUESTION 1

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](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ContactSecurity/ContactSecurity.htm)

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### QUESTION 2

Do emails sent by the "Send Submitter an Email" from processing step follow contact subscription preferences? (Choose the best answer.)

- A. These emails are considered transactional and will send if a contact is unsubscribed or on the Master Exclude list.
- B. These emails will send depending on the configuration set by the user on the "Send Submitter an Email" processing step.
- C. These emails follow contact subscription preferences and if a contact is marked as unsubscribe. they will not receive the email.
- D. These emails are considered transactional and will send if a contact is unsubscribed, but not to those on the Master Exclude list.

Correct Answer: B

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### 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

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**QUESTION 4**

When performing Email Marketing configuration, which two items should be provided? (Choose two.)

- A. lists of bouncebacks, unsubscribes, contacts not in CRM and competitor domains
- B. list of processing steps after a form is submitted
- C. list of additional websites to track
- D. a subscription management option

Correct Answer: BD

**QUESTION 5**

Given this segment, which two contacts will be included? (Choose two.)



- A. A contact in New York who clicked an email one time and submitted a form one time 14 days ago.
- B. A contact in California who submitted 2 forms 1 week ago.
- C. A contact in California who submitted a form one time 7 days ago.
- D. A contact in New York who opened an email 1 week ago.



E. A contact in California who clicked an email one time and submitted a form one time 45 days ago.

Correct Answer: AD

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