



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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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### QUESTION 1

If a contact's profile information stays the same and they are NOT active, which Lead Score change could occur? (Choose the best answer.)

- A. A4 to D4
- B. B1 to C3
- C. C3 to C4
- D. A2 to C1

Correct Answer: A

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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

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 4

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

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#### QUESTION 5

Which is NOT a good use case for email groups? (Choose the best answer.)

- A. limiting the frequency of emails
- B. supporting different organizations
- C. managing different content types for email
- D. enabling Sales with custom Engage templates

Correct Answer: A

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