

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

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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#### **QUESTION 1**

Which two combinations can be used to cleanse or normalize new contact data in Eloqua? (Choose two.)

- A. a segment on a contact Program Canvas with the Contact Washing Machine app
- B. a segment on the Campaign Canvas with the Contact Washing Machine app
- C. a feeder in Program Builder with the Contact Washing Machine app
- D. a listener step on the Campaign Canvas with the Contact Washing Machine app
- E. a segment on a CDO Program Canvas with the Contact Washing Machine app

Correct Answer: BC

#### **QUESTION 2**

Which is an example of Profile Criteria?

- A. Email Clickthrough
- B. Form Submit
- C. JavaScript
- D. Contact Field

Correct Answer: D

Reference: https://docs.oracle.com/cloud/latest/marketingcs\_gs/OMCAA/Help/LeadScoring/Tasks/ConfiguringProfileCriteria.htm

#### **QUESTION 3**

Which two are benefits of Oracle Eloqua Branding and Deliverability Cloud Service products? (Choose two.)

- A. maintains corporate identity by clients sending emails directly
- B. IPs can be whitelisted by a client\\'s recipients
- C. establishes a sending domain with Internet Service Providers (ISPs)
- D. has a positive reputation of shared IP range

Correct Answer: AC

#### **QUESTION 4**



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You are configuring a promotional email group for Marketing\\'s subscriber-based quarterly newsletter called "The Edge".

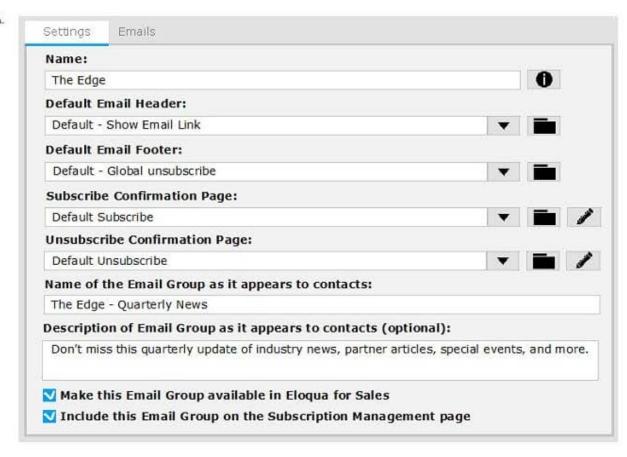
How should you configure this email group?



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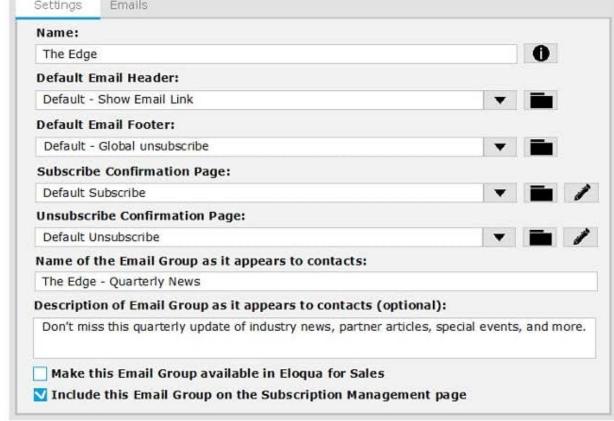
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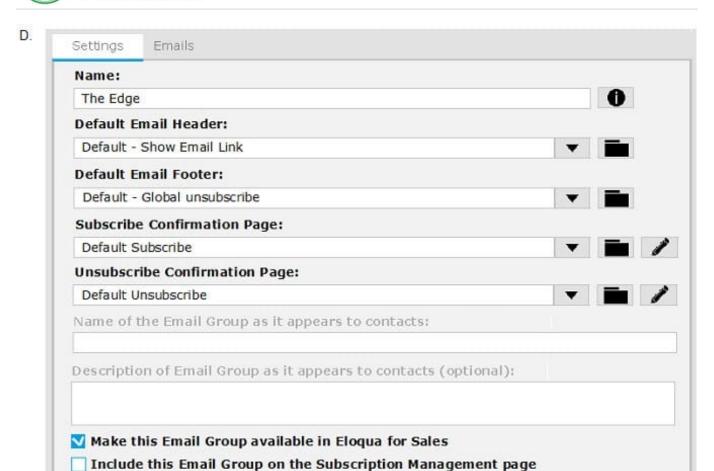
B Settings Emails Name:



C. Settings Emails Name: 0 The Edge Default Email Header: Default - Show Email Link **Default Email Footer:** Default - Global unsubscribe Subscribe Confirmation Page: Default Subscribe Unsubscribe Confirmation Page: Default Unsubscribe Name of the Email Group as it appears to contacts: Description of Email Group as it appears to contacts (optional): Make this Email Group available in Eloqua for Sales Include this Email Group on the Subscription Management page

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- A. Option A
- B. Option B
- C. Option C
- D. Option D

Correct Answer: B

#### **QUESTION 5**

Which two statements are true about the relationship between contacts and custom objects records in Eloqua? (Choose two.)

- A. A custom object record in a custom object can only link to one contact.
- B. Many contacts can link to the same custom object record in a custom object.
- C. A contact can link to only one custom object record in a custom object.
- D. A contact can link to more than one custom object record in a custom object.

Correct Answer: AD



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 $Reference: https://docs.oracle.com/cloud/latest/marketingcs\_gs/OMCAA/Help/CustomObjects/ \ CustomObjects.htm$ 

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