



1Z0-340^{Q&As}

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




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



How should you configure this email group?








A.




Settings | Emails

Name:
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:
The Edge - Quarterly News

Description of Email Group as it appears to contacts (optional):
Don't miss this quarterly update of industry news, partner articles, special events, and more.

Make this Email Group available in Eloqua for Sales

Include this Email Group on the Subscription Management page



B.

Settings | Emails

Name:
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:
The Edge - Quarterly News

Description of Email Group as it appears to contacts (optional):
Don't miss this quarterly update of industry news, partner articles, special events, and more.

Make this Email Group available in Eloqua for Sales

Include this Email Group on the Subscription Management page

C.

Settings | Emails

Name:
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








D.




Settings | Emails

Name:
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

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



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

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