1Z0-340 Q&As

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which Default Update Logic would you choose if the client would like the Salesperson contact field to be updated even if the new value is blank?

A. update if new value is not blank

B. update if blank

C. always update

D. update if new email address

Correct Answer: B

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ContactFields/Tasks/CreatingContactFields.htm

QUESTION 2

On which domain in an Eloqua email is Domain Key Identified (DKIM) signing performed?

A. "To" email address

B. Subsite domain

C. "Reply-To" email address

D. User email address

E. "From" email address

Correct Answer: E

QUESTION 3

Which two roles are recommended to attend the entire onsite portion of SmartStart? (Choose two.)

A. Eloqua Administrators

B. Eloqua Sales Users

C. Eloqua Power users

D. Eloqua Marketing Managers E. Eloqua Executive Sponsors

Correct Answer: CE

QUESTION 4

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 5

When uploading users into Eloqua who will only be used for dynamic signatures, which security group acronym must be used in the SecurityGroup column?

A. SALE

B. EXEC

C. DSIG

D. CADM

Correct Answer: B