



1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which three are filter criteria options when creating a segment? (Choose three.)

- A. custom object linked to another custom object
- B. compare contact fields
- C. clicked specific email links
- D. sent specific emails
- E. opened emails from campaigns

Correct Answer: BCE

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/pdf/OracleEloqua_Segments_UserGuide.pdf

QUESTION 2

Which is a component of a standard CRM integration?

- A. the creation of new accounts in CRM
- B. the automatic creation of a sales user in Eloqua
- C. the automatic sync of Eloqua Lead Score changes in CRM
- D. the creation of new contacts in Eloqua

Correct Answer: C

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

QUESTION 3

Which statement is true regarding Vanity URLs used on Eloqua landing pages?

- A. If you do not use a Vanity URL, the Eloqua landing page will have a draft error.
- B. A Vanity URL must be unique in order to publish an Eloqua landing page.
- C. A Vanity URL must be the exact value as the Eloqua landing page asset name.
- D. A Vanity URL is mandatory in order to publish an Eloqua landing page.

Correct Answer: B

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/LandingPages/Tasks/CreatingNewHTMLLandingPages.htm



QUESTION 4

Do emails sent by the "Send Submitter an Email" from processing step follow contact subscription preferences?

- A. These emails are considered transactional and will send if a contact is unsubscribed, but not to those on the Master Exclude list.
- B. These emails will send depending on the configurations 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

Reference: <https://community.oracle.com/groups/oracle-marketing-cloud-academy/blog/2017/12>

QUESTION 5

Which three list types are uploaded as part of implementation? (Choose three.)

- A. Geographic Regions
- B. Hard Bouncebacks
- C. Master Exclude Domains
- D. Sales Owners
- E. Unsubscribes

Correct Answer: BCE

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