



1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which two are examples of implementation workbooks? (Choose two.)

- A. Lead Scoring workbook
- B. Subscription Management workbook
- C. Security Settings workbook
- D. Branding and Deliverability workbook
- E. Current Asset and Campaign workbook

Correct Answer: DE

QUESTION 2

Which two frequency options are NOT available in the drop down when creating Agents?

- A. Once
- B. Monthly
- C. Bi-Weekly
- D. Weekly
- E. Never
- F. Daily
- G. Quarterly

Correct Answer: CG

Reference: https://www.youtube.com/watch?v=tt2An45P_7g

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

An integration updates a custom data object that uniquely maps to contacts within Eloqua using an email address. When net-new contacts are created via the integration, the contact is created with the accurate field values. However, subsequent updates to mapped fields of the custom object records are NOT reflected on the contact.

What is the cause of this?

- A. You cannot update field values on the contact table from a custom object record.
- B. The "Save to Contact Table" processing step within record services is NOT enabled.
- C. The "Update Existing Record or Data Object" processing step within services is NOT enabled.
- D. The field mapping within the custom object is configured incorrectly.

Correct Answer: D

QUESTION 5

Which report option will allow you to access a prebuilt report's prompts and run the report?

- A. Properties
- B. Open
- C. Schedule
- D. Edit
- E. Add to Favorites

Correct Answer: C

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