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Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

When contact labels are assigned, which contacts can enter a campaign?

- A. only contacts assigned to the user who activated the campaign
- B. contacts assigned to the user who activated the campaign and the Admin security group
- C. only contacts assigned to the user who created the campaign
- D. contacts assigned to the user who created the campaign and the Admin Security group

Correct Answer: A

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

QUESTION 2

Which two statements are true about CRM integrations? (Choose two.)

- A. Integrations can be built using Program and Campaign Canvas.
- B. Integration with a CRM enables Closed Loop Reporting.
- C. You can only integrate Eloqua with one CRM.
- D. Credentials are required for both platforms being integrated.

Correct Answer: AB

QUESTION 3

Your client is building a Campaign Canvas and receiving a draft error of "Campaign Contact re-entry Error".

Why are they receiving this error?

- A. Contacts are never allowed to enter the campaign more than once, even if they appear in the segment again.
- B. The "Allow contracts to enter the campaign more than once" setting and the "Add members regularly until campaign is deactivated" segment option have been selected.
- C. Contacts are appearing in multiple segment blocks in the segment, and the system has added the contact more than once because they qualified in multiple filters.
- D. The "Allow contacts to enter the campaign more than once" setting has been selected, but contacts in the segment do not qualify to enter the campaign.

Correct Answer: B

Reference: <https://community.oracle.com/thread/4209660>



QUESTION 4

Which company detail is fixed and cannot be changed?

- A. company name
- B. password complexity
- C. site ID
- D. date formats

Correct Answer: C

QUESTION 5

You are creating a prompted report to be sent on a schedule by an Insight Agent? What type of filter do you need to create?

- A. named filter
- B. inline filter
- C. prompted filter
- D. scheduled filter

Correct Answer: C

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Insight/Tasks/CreatingAgents.htm

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