



1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which is NOT a good use case for email groups?

- A. managing different content types for email
- B. supporting different organizations
- C. limiting the frequency of emails
- D. enabling Sales with custom Engage templates

Correct Answer: C

QUESTION 2

Which action does Strict Mode Tracking enable?

- A. It filters out select IP addresses from being tracked within Eloqua.
- B. It ties the email activity of the recipient with their contact profile by creating a unique Eloqua recipient ID.
- C. It allows clients to control whether visitors in certain countries or all visitors need to opt in to website tracking.
- D. It tracks email opens via a tracking pixel placed on all emails sent out of Eloqua.

Correct Answer: C

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EloquaAsynchronousTrackingScripts/Tasks/StrictModeTracking.htm

QUESTION 3

You want to access Profiler using your company's login credentials.

Which URL would you choose?

- A. Direct
- B. XMLLogin
- C. SAML
- D. SFDC IDP
- E. Autologin

Correct Answer: C

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



QUESTION 4

With the purchase of an Oracle Eloqua Deliverability Cloud Service product, how many branded image can be configured?

- A. 1
- B. 2
- C. 5
- D. 3

Correct Answer: A

QUESTION 5

Which two are use cases for using a custom data object? (Choose two.)

- A. linking custom data objects to visitors
- B. linking custom data objects to contacts
- C. linking custom data objects to each other
- D. linking custom data objects to accounts

Correct Answer: BD

Reference: <https://www.relationshipone.com/blog/tool-tip-oracle-eloqua-custom-objects/>

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