

1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which two are valid Data Export options? (Choose two.)

- A. Export Campaign data
- B. Export to an Eloqua FTP server
- C. Export a compressed zip file
- D. Export only records changed since last run

Correct Answer: AD

QUESTION 2

Which three items are key deliverables of SmartStart? (Choose three.)

- A. API integration to a client\\'s external data source
- B. implementation and testing of web tracking scripts
- C. selection and configuration of an email subscription management option
- D. Eloqua user setup
- E. setup of a client\\'s first production campaign
- Correct Answer: BCD

Reference https://www.oracle.com/webfolder/mediaeloqua/documents/SmartStartStandard.pdf

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

If a contact\\'s profile information stays the same and they are NOT active, which Lead Score change could occur?

- A. A4 to D4
- B. B1 to C3
- C. C3 to C4
- D. A2 to C1
- Correct Answer: A

QUESTION 5

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

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