



1Z0-340-20^{Q&As}

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

Which is considered a transactional email? (Choose the best answer.)

- A. an announcement from the CEO
- B. an exclusive upgrade for existing customers
- C. an offer from a partner
- D. an update to your customer privacy policy

Correct Answer: D

QUESTION 2

Which three are required to successfully integrate an externally hosted form into a client's website? (Choose three.)

- A. at least one check box field on the form
- B. form HTML
- C. tracking script HTML, including required hidden fields
- D. post URL action
- E. a list of all processing steps on the Eloqua form

Correct Answer: BCD

Reference: <https://community.oracle.com/community/topliners/do-it/blog/2012/04/17/how-to-repost-anexternally-hosted-form-to-eloqua>

QUESTION 3

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? (Choose the best answer.)

- 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 4

Which statement is an accurate definition of a secure microsite? (Choose the best answer.)

- A. A secure microsite is used only when no sensitive data will be transmitted between the browser and the web server.
- B. A secure microsite uses SSL to encrypt the data that is passed between a visitor's browser and the web server.
- C. A secure microsite is only displayed after a contact submits an Eloqua form.
- D. All secure microsites require visitors to log in before they can view the site's content.

Correct Answer: B

Reference: <https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/Microsites/SecureMicrosites.htm>

QUESTION 5

On which domain in an Eloqua email is Domain Key Identified (DKIM) signing performed? (Choose the best answer.)

- A. User email address
- B. "Reply-To" email address
- C. Subsite domain
- D. "From" email address
- E. "To" email address

Correct Answer: D

QUESTION 6

While using the Contact Washing Machine app for a data normalization project, which action would allow you to combine the value from two separate fields into one? (Choose the best answer.)

- A. Math
- B. Replace
- C. Lookup
- D. Compost

Correct Answer: C

QUESTION 7



What does it mean when a contact has "No Status" for an email group status? (Choose the best answer.)

- A. They have neither subscribed nor unsubscribed to that group and will receive emails of that type.
- B. They were previously subscribed and have now unsubscribed to that group and will receive emails of that type.
- C. They were previously subscribed and have now unsubscribed to that group and will not receive any emails of that type.
- D. They have neither subscribed nor unsubscribed to that group and will not receive any emails of that type.

Correct Answer: D

QUESTION 8

Which two CRM integrations now have an App Cloud based integration with Eloqua? (Choose two.)

- A. Oracle CX Sales
- B. Salesforce
- C. Oracle OnDemand
- D. Siebel OnPremise
- E. SAP
- F. Microsoft Dynamics 365

Correct Answer: AB

Reference: <https://www.relationshipone.com/blog/integrating-crm-with-oracle-eloqua/#:~:text=Native%20CRM%20Integrations,%2C%20Microsoft%20Dynamics%20and%20Salesforce.andtext=Salesforce%20and%20Oracle%20CX%20Sales,and%20a%20simpler%20user%20interface.>

QUESTION 9

Which is NOT possible within Program Builder? (Choose the best answer.)

- A. Send an email to an email address within a custom object record.
- B. Concatenate two fields values into a single contact field using the CWM app.
- C. Assign ownership of a contract randomly through a round robin assignment.
- D. Add a re-evaluation frequency to a "No" path of every 10 minutes for one week.

Correct Answer: C

QUESTION 10



Which two roles are recommended to participate during configuration implementation? (Choose two.)

- A. Eloqua Sales Users
- B. Eloqua Marketing Managers
- C. Eloqua Executive Sponsors
- D. Eloqua Power Users
- E. Eloqua Administrators

Correct Answer: DE

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