1Z0-340-20 Q&As

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

You have a large list of opt-out requests that were collected via the corporate website before Eloqua was implemented.

Why is it important to upload those contacts using the import purpose of "Unsubscribe"? (Choose the best answer.)

A. to ensure the email addresses are in the Unsubscribe table, but not in the Contact table

B. to ensure the email addresses will not receive promotional emails, but that they still receive transactional emails

C. to ensure the email addresses are added to the Excluded Domains

D. to ensure the email addresses are added to the Master Exclude

Correct Answer: A

QUESTION 2

You need to ensure that customers receive critical notices related to their purchase. How should this be handled? (Choose the best answer.)

A. With an Email Group that is not displayed on the preference center

B. With a program that re-subscribes customers who have unsubscribed from emails

C. With Contact Level Security applied to those contacts

D. With default asset permissions applied to those emails

Correct Answer: C

QUESTION 3

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 4

Which Default Update Logic would you choose if the client would like the Salesperson contact field to be updated even if the new value is blank? (Choose the best answer.)

A. update if new value is not blank

B. update if new email address

C. always update

D. update if blank

Correct Answer: D

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ContactFields/Tasks/
CreatingContactFields.htm

QUESTION 5

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 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

In which two ways can you create a view within Eloqua to show select contact field and account field values together? (Choose two.)

A. Choose "View Account Details\\' within the settings of a shared list containing the contacts you chose

B. Create a custom contact report within Insight, pulling in attributes from the account table

C. Within the "Fields and View" window, you can link a contact view with an account view that will show both field sets when selected.

D. Within the "Fields and View" window, you can create a customized view containing both contact and account fields.

Correct Answer: CD

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/IntegrationWithSFDC/ EQtoSFDCSync/CloningSalesforceFields.htm

QUESTION 8

When performing Email Marketing configuration, which two items should be provided? (Choose two.)

A. lists of bouncebacks, unsubscribes, contacts not in CRM and competitor domains

B. list of processing steps after a form is submitted

C. list of additional websites to track

D. a subscription management option

Correct Answer: BD

QUESTION 9

Which two scenarios are use cases for Program Builder? (Choose two.)

A. Apply an External Activity to contacts entering the program.

B. Send Batch Email to an email address listed within a custom object.

C. Send Batch Email to a contact using a previously created Signature Rule.

D. Feed contacts into a program based on Lead Score increases.

Correct Answer: BD

QUESTION 10

The Eloqua Site ID is used in all tasks below except _____. (Choose the best answer.)

A. determining the POD

B. setting up form post urls

C. setting up Eloqua tracking scripts

D. configuring integration urls

Correct Answer: A

Reference: https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/Administration/Tasks/
VerifyingCompanyDefaultInformation.htm

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