



# 1Z0-340<sup>Q&As</sup>

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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### QUESTION 1

When making a copy of an email, which setting is NOT applied to the new email?

- A. From Name
- B. Email Footer
- C. Reply-To Email Address
- D. Subject Line
- E. Email Group

Correct Answer: D

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### QUESTION 2

Which two features does the Eloqua landing page Design Editor provide for forms? (Choose two.)

- A. Form fields, picklist values, prepopulation, and validation rules are configured in the Design Editor after adding the form to the Landing page.
- B. Existing Eloqua forms brought into the responsive editor will be automatically responsive.
- C. The form's styling, such as field spacing and background color, can be customized in the Design Editor to match your landing page.
- D. The Design Editor allows users to configure forms with an upload feature for contacts to upload files when submitting a form.

Correct Answer: BC

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### QUESTION 3


You are configuring a promotional email group for Marketing's subscriber-based quarterly newsletter called "The Edge".



How should you configure this email group?








A.




Settings | Emails

**Name:**  
The Edge 

**Default Email Header:**  
Default - Show Email Link  

**Default Email Footer:**  
Default - Global unsubscribe  

**Subscribe Confirmation Page:**  
Default Subscribe   

**Unsubscribe Confirmation Page:**  
Default Unsubscribe   

**Name of the Email Group as it appears to contacts:**  
The Edge - Quarterly News

**Description of Email Group as it appears to contacts (optional):**  
Don't miss this quarterly update of industry news, partner articles, special events, and more.

**Make this Email Group available in Eloqua for Sales**

**Include this Email Group on the Subscription Management page**



B.

Settings | Emails

**Name:**  
The Edge

**Default Email Header:**  
Default - Show Email Link

**Default Email Footer:**  
Default - Global unsubscribe

**Subscribe Confirmation Page:**  
Default Subscribe

**Unsubscribe Confirmation Page:**  
Default Unsubscribe

**Name of the Email Group as it appears to contacts:**  
The Edge - Quarterly News

**Description of Email Group as it appears to contacts (optional):**  
Don't miss this quarterly update of industry news, partner articles, special events, and more.

Make this Email Group available in Eloqua for Sales

Include this Email Group on the Subscription Management page

C.

Settings | Emails

**Name:**  
The Edge

**Default Email Header:**  
Default - Show Email Link

**Default Email Footer:**  
Default - Global unsubscribe

**Subscribe Confirmation Page:**  
Default Subscribe

**Unsubscribe Confirmation Page:**  
Default Unsubscribe

**Name of the Email Group as it appears to contacts:**

**Description of Email Group as it appears to contacts (optional):**


Make this Email Group available in Eloqua for Sales



Include this Email Group on the Subscription Management page








D.




Settings | Emails

**Name:**  
The Edge 

**Default Email Header:**  
Default - Show Email Link  

**Default Email Footer:**  
Default - Global unsubscribe  

**Subscribe Confirmation Page:**  
Default Subscribe   

**Unsubscribe Confirmation Page:**  
Default Unsubscribe   

Name of the Email Group as it appears to contacts:

Description of Email Group as it appears to contacts (optional):

**Make this Email Group available in Eloqua for Sales**

**Include this Email Group on the Subscription Management page**

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: B

#### QUESTION 4

Which report option will allow you to access a prebuilt report's prompts and run the report?

A. Properties

B. Open

C. Schedule

D. Edit

E. Add to Favorites



Correct Answer: C

### QUESTION 5

When will contacts meeting the segment criteria in the image below be added to this campaign?

The image shows two screenshots from an Oracle marketing cloud interface. The left screenshot shows the 'Step name' field set to 'Segment Members'. Below it, 'Choose a segment or corporate a new one:' is set to 'SmartStart Example'. Under 'Choose when to add segment members to the campaign:', the radio button for 'Add members regularly until campaign is deactivated.' is selected. The 'Re-evaluation Frequency' is set to 1 Hour(s). The right screenshot shows the 'Campaign Settings' dialog. 'Campaign Start Date' is set to 'Immediately'. 'Campaign end date' is set to 'Custom Date'. Under 'Advanced', 'Sync with CRM' is checked.

- A. only when the campaign is first activated, even if they have been in the campaign before
- B. during the hourly segment evaluation, and if they have NOT been in the campaign before
- C. during the hourly segment evaluation, even if they have been in the campaign before
- D. only when the campaign is first activated and they have NOT been in the campaign before

Correct Answer: B

Reference: [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/GettingStartedTutorials/SegmentTutorial/Step2AddSegmentToCampaign.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/GettingStartedTutorials/SegmentTutorial/Step2AddSegmentToCampaign.htm)

### QUESTION 6

Which scenario would require a custom subscription management page?

- A. managing contact-level security
- B. managing multiple brand identities



- C. enabling sales tools
- D. ongoing data cleansing

Correct Answer: B

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#### QUESTION 7

Which two roles are recommended to attend the entire onsite portion of SmartStart? (Choose two.)

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

Correct Answer: CE

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#### QUESTION 8

Which two are use cases for using Data Import and Export features? (Choose two.)

- A. a scheduled import of external data to a Custom Object
- B. a scheduled export of Activity data
- C. a scheduled export of Custom Object data
- D. a scheduled import of external data to Contacts or Accounts

Correct Answer: BD

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#### QUESTION 9

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?

- A. update if new value is not blank
- B. update if blank
- C. always update
- D. update if new email address

Correct Answer: B

Reference: [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/ContactFields/Tasks/CreatingContactFields.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ContactFields/Tasks/CreatingContactFields.htm)



**QUESTION 10**

Given this segment, which two contacts will be included? (Choose two.)

```
{
  {
    Compare Contact Fields
    Contacts who have a "State or Province" field having a value that is equal to "California"
  }
  OR
  {
    Compare Contact Fields
    Contacts who have a "State or Province" field having a value that is equal to "New York"
  }
}
AND
{
  {
    Clicked Any Email
    Contacts who have clicked any e-mail exactly 1 time within the last 30 days
  }
  OR
  {
    Submitted any Form
    Contacts who have submitted any form exactly 1 time within the last 30 days
  }
}
}
```

- A. A contact in New York who clicked an email and submitted a form one time 14 days ago.
- B. A contact in California who submitted two forms 1 week ago.
- C. A contact in California who submitted a form one time 7 days ago.
- D. A contact in New York who opened an email 1 week ago.
- E. A contact in California who clicked an email and submitted a form one time 45 days ago.

Correct Answer: AD

**QUESTION 11**

Do emails sent by the "Send Submitter an Email" from processing step follow contact subscription preferences?

- A. These emails are considered transactional and will send if a contact is unsubscribed, but not to those on the Master Exclude list.
- B. These emails will send depending on the configurations set by the user on the "Send Submitter an Email" processing





step.

C. These emails follow contact subscription preferences and if a contact is marked as unsubscribe. they will not receive the email.

D. These emails are considered transactional and will send if a contact is unsubscribed, but not to those on the Master Exclude list.

Correct Answer: B

Reference: <https://community.oracle.com/groups/oracle-marketing-cloud-academy/blog/2017/12>

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### QUESTION 12

Which four CRM integrations with Eloqua are supported? (Choose four.)

A. Salesforce

B. Oracle OnDemand

C. Oracle Sales Cloud

D. Microsoft Dynamics 365

E. SAP

F. Siebel OnPremise

Correct Answer: ABCD

Reference: [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/CRMIntegration/ CRMIntegration.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/CRMIntegration/ CRMIntegration.htm)

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### QUESTION 13

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"?

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

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### QUESTION 14

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>

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#### QUESTION 15

Which statement is NOT true about first-party and third-party cookies?

- A. First-party cookies identify you as a returning user to the site and help personalize your browsing experience.
- B. A first-party cookie is a cookie that has a domain that is the same as the domain being visited.
- C. A third-party cookie is a cookie that has a domain that is different from the domain being visited.
- D. First-party cookies are being blocked by anti-spyware applications, browsers, and default privacy settings.

Correct Answer: D

Reference [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/EloquaAsynchronousTrackingScripts/EloquaAsynchronousTrackingScripts.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EloquaAsynchronousTrackingScripts/EloquaAsynchronousTrackingScripts.htm)

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