

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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

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 2

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 3

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 4

Your client would like to hold contacts until they open an email, and then send another follow-up immediately after they

open it. If the contacts do not open the email, they would like to wait two weeks and then send them to a different campaign.

How would you advise they configure this in the Campaign Canvas? (Choose the best answer.)

- A. Hold all contracts in a two-week step and then determine which action should occur next with a decision step of "Did contacts open email?".
- B. Send contacts to a Program Canvas in order to send a follow-up email and disable the Campaign Canvas.
- C. Send all Contacts to the email step and use Scheduling settings to determine when to send the email.
- D. Add an evaluation period on the decision step of "Did contacts open email?" with an evaluation period of two weeks.

Correct Answer: C

QUESTION 5

Which data source is NOT possible as a Listener feeder in Program Canvas? (Choose the best answer.)

- A. pulling contacts into a program from a step in program builder
- B. pulling contacts into a program only when lead score decreases
- C. pulling contacts into a program when they respond to a campaign
- D. pulling contacts into a program when a contact field value changes
- E. pulling contacts into a program with unsubscribes in the last 24 hours

Correct Answer: A

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