

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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

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>

QUESTION 2

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

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

Correct Answer: AD

QUESTION 3

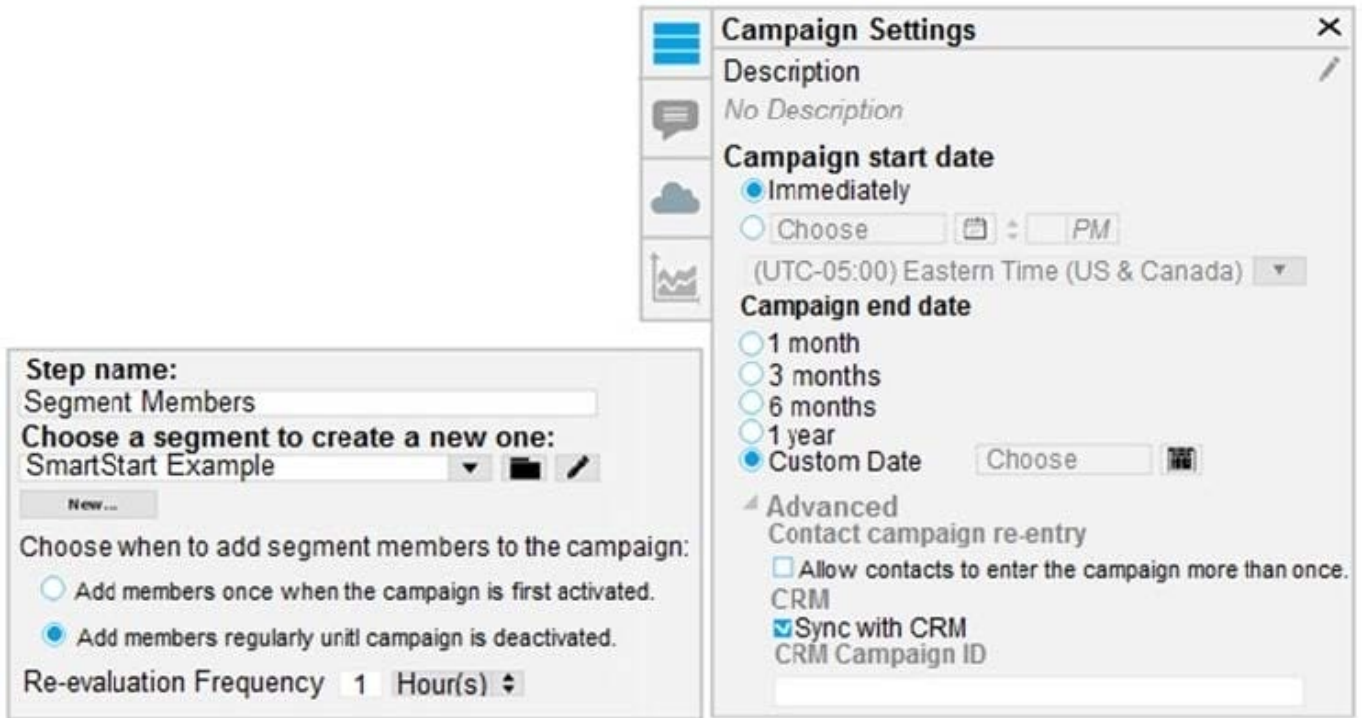
Which is NOT possible within Program Builder? (Choose the best answer.)

- 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 4

Based on the criteria in the Segment Step and Campaign Settings below, when will Contacts be triggered to enter this campaign? (Choose the best answer.)



- 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

QUESTION 5

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 microsities 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>

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