1Z0-340-20 Q&As

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

Which is NOT a good use case for email groups? (Choose the best answer.)

A. limiting the frequency of emails

B. supporting different organizations

C. managing different content types for email

D. enabling Sales with custom Engage templates

Correct Answer: A

QUESTION 2

Which statement is true regarding Vanity URLs used on Eloqua landing pages? (Choose the best answer.)

A. If you do not use a Vanity URL, the Eloqua landing page will have a draft error.

B. A Vanity URL must be unique in order to publish an Eloqua landing page.

C. A Vanity URL must be the exact value as the Eloqua landing page asset name.

D. A Vanity URL is mandatory in order to publish an Eloqua landing page.

Correct Answer: B

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/LandingPages/Tasks/
CreatingNewHTMLLandingPages.htm

QUESTION 3

What does Oracle Eloqua use to find the optimal time to send emails to each individual contact with the Send Time Optimization feature? (Choose the best answer.)

A. historical open data

B. average engagement rate

C. current click rate

D. anticipated open data

Correct Answer: A

Reference: https://greg-staunton.com/eloqua-send-time-optimization

QUESTION 4

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 5

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

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