

1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

If a security group needs the ability to install and configure new applications, which type of setting will accomplish this?

- A. Action Permissions
- B. Data Import/Export
- C. Licensing
- D. Interface Access

Correct Answer: A

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/SecurityGroups/ListOfActionPermissions.htm

QUESTION 2

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

- A. Send Batch Email to a contact using a previously created Signature Rule.
- B. Feed contacts into a program based on Lead Score increases.
- C. Apply an External Activity to contacts entering the program.
- D. Send Batch Email to an email address listed within a custom object.

Correct Answer: BD

QUESTION 3

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>

QUESTION 4

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

The image shows two screenshots from the Oracle Eloqua interface. The left screenshot shows the 'Step' configuration for 'Segment Members'. It is set to 'SmartStart Example' and 'Add members regularly until campaign is deactivated' with a 'Re-evaluation Frequency' of 1 hour. The right screenshot shows the 'Campaign Settings' for 'SmartStart Example'. The 'Campaign Start Date' is set to 'Immediately' and the '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

QUESTION 5

Which statement is true regarding Vanity URLs used on Eloqua landing pages?

- 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

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