

1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which two additional SmartStart add-ons are available? (Choose two.)

- A. IP warming
- B. CRM integration
- C. HTML email coding
- D. Profiler and Engage Installation in CRM
- E. AppCloud development

Correct Answer: AB

QUESTION 2

Which two statements are true about CRM integrations? (Choose two.)

- A. Integrations can be built using Program and Campaign Canvas.
- B. Integration with a CRM enables Closed Loop Reporting.
- C. You can only integrate Eloqua with one CRM.
- D. Credentials are required for both platforms being integrated.

Correct Answer: AB

QUESTION 3

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

QUESTION 4

What does it mean when a contact has "No Status" for an email group status?

- A. They have neither subscribed nor unsubscribed to that group and will receive emails of that type.
- B. They were previously subscribed and have now unsubscribed to that group and will receive emails of that type.
- C. They were previously subscribed and have now unsubscribed to that group and will not receive any emails of that type.
- D. They have neither subscribed nor unsubscribed to that group and will not receive any emails of that type.

Correct Answer: D

QUESTION 5

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?

- A. Lookup
- B. Replace
- C. Compost
- D. Math

Correct Answer: A

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