1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which is a component of a standard CRM integration?

A. the creation of new accounts in CRM

B. the automatic creation of a sales user in Eloqua

C. the automatic sync of Eloqua Lead Score changes in CRM

D. the creation of new contacts in Eloqua

Correct Answer: C

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

QUESTION 2

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 3

You are configuring a promotional email group for Marketing\\'s subscriber-based quarterly newsletter called "The Edge".

How should you configure this email group?

A.

Settings | Emails

Name:

The Edge   ⓘ

Default Email Header:

Default - Show Email Link   ▼ 📁

Default Email Footer:

Default - Global unsubscribe   ▼ 📁

Subscribe Confirmation Page:

Default Subscribe   ▼ 📁 ✏️

Unsubscribe Confirmation Page:

Default Unsubscribe   ▼ 📁 ✏️

Name of the Email Group as it appears to contacts:

The Edge - Quarterly News

Description of Email Group as it appears to contacts (optional):

Don't miss this quarterly update of industry news, partner articles, special events, and more.

☑ **Make this Email Group available in Eloqua for Sales**
☑ **Include this Email Group on the Subscription Management page**

B.

| Settings | Emails |

Name:

The Edge

Default Email Header:

Default - Show Email Link

Default Email Footer:

Default - Global unsubscribe

Subscribe Confirmation Page:

Default Subscribe

Unsubscribe Confirmation Page:

Default Unsubscribe

Name of the Email Group as it appears to contacts:

The Edge - Quarterly News

Description of Email Group as it appears to contacts (optional):

Don't miss this quarterly update of industry news, partner articles, special events, and more.

☐ **Make this Email Group available in Eloqua for Sales**
☑ **Include this Email Group on the Subscription Management page**

C.

| Settings | Emails |

Name:

The Edge

Default Email Header:

Default - Show Email Link

Default Email Footer:

Default - Global unsubscribe

Subscribe Confirmation Page:

Default Subscribe

Unsubscribe Confirmation Page:

Default Unsubscribe

Name of the Email Group as it appears to contacts:

Description of Email Group as it appears to contacts (optional):

☐ **Make this Email Group available in Eloqua for Sales**
☐ **Include this Email Group on the Subscription Management page**

D.

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: B

QUESTION 4

Which client-requested scenario is NOT possible to configure natively within an Update Rule in Eloqua?

A. the contact\'s Job Role contact field with the value listed in the Role field of a linked custom object record

B. the contract\'s Job Role contact field with the value listed within the contact\'s Title field

C. the contract\'s Job Role contact field with the value matched to the Contact\'s Title field within a lookup table

D. the contact\'s Job Role contact field with a static value based on the value within their Title field

Correct Answer: D

QUESTION 5

Which four CRM integrations with Eloqua are supported? (Choose four.)

A. Salesforce

B. Oracle OnDemand

C. Oracle Sales Cloud

D. Microsoft Dynamics 365

E. SAP

F. Siebel OnPremise

Correct Answer: ABCD

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