

# 1Z0-340<sup>Q&As</sup>

Oracle Eloqua Marketing Cloud Service 2019 Implementation  
Essentials

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## QUESTION 1

You want to access Profiler using your company's login credentials.

Which URL would you choose?

- A. Direct
- B. XMLLogin
- C. SAML
- D. SFDC IDP
- E. Autologin

Correct Answer: C

Reference: [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/pdf/OracleEloqua\\_Profiler\\_UserGuide.pdf](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/pdf/OracleEloqua_Profiler_UserGuide.pdf)

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## QUESTION 2

Which three are essential to remember when configuring a basic microsite for a client? (Choose three.)

- A. Updating the domain's A record to point to Oracle Eloqua's IP address is preferred over updating the CNAME record for the domain.
- B. The Require Authentication check box must be selected to enable landing pages to be published to the microsite.
- C. Each subdomain created off the client's main website domain can only be linked to a single microsite within Eloqua.
- D. If the CNAME record is accessible and updatable, the CNAME record should be set to s[site id].hs.eloqua.com.
- E. If you use the A record to point the subdomain to Oracle Eloqua's IP address, you must also add s[site id].hs.eloqua.com under the DNS Query Lookup.

Correct Answer: CDE

Reference: [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/Microsites/Tasks/CreatingBasicMicrosites.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Microsites/Tasks/CreatingBasicMicrosites.htm)

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## QUESTION 3

Which is considered a transactional email?

- A. an offer from a partner
- B. an announcement from the CEO
- C. an exclusive upgrade for existing customers

D. an update to your customer privacy policy

Correct Answer: D

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#### QUESTION 4

Which two features does the Eloqua landing page Design Editor provide for forms? (Choose two.)

A. Form fields, picklist values, prepopulation, and validation rules are configured in the Design Editor after adding the form to the Landing page.

B. Existing Eloqua forms brought into the responsive editor will be automatically responsive.

C. The form's styling, such as field spacing and background color, can be customized in the Design Editor to match your landing page.

D. The Design Editor allows users to configure forms with an upload feature for contacts to upload files when submitting a form.

Correct Answer: BC

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#### QUESTION 5

Which three are types of SmartStarts? (Choose three.)

A. Enhanced SmartStart

B. Enterprise SmartStart

C. Universal SmartStart

D. Complete SmartStart

E. Standard SmartStart

Correct Answer: BDE

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