1Z0-340 ^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which is NOT possible within Program Builder?

A. Send an email to an email address within a custom object record.

B. Move contacts to a Listener Step within a Program Canvas.

C. Assign ownership of a contract randomly through a round robin assignment.

D. Add a re-evaluation frequency to a "No" path of every 10 minutes for one week.

Correct Answer: C

QUESTION 2

Your client wants to send a notification email to the assigned sales representative of the contact submitting the form. Contacts have one of 2,000 possible sales representatives\\' names assigned to them within the Salesperson contact field.

How do you configure this?

A. Send form submitter to a custom object that has a data services step to direct the newly created record to a Program Canvas to send emails.

B. There is no functionality that currently exists in Eloqua to configure this solution, and your client would require custom coding.

C. Send form submitter to a Campaign Canvas and send an email using a signature rule, where Salesperson is the key identifier.

D. Create a picklist of sales representatives\\' email addresses and the corresponding Sales Rep contact field, and use the "Send Notification Email" processing step.
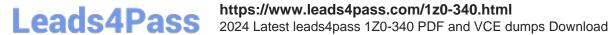
Correct Answer: D

QUESTION 3

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 4

You have a large list of opt-out requests that were collected via the corporate website before Eloqua was implemented.

Why is it important to upload those contacts using the import purpose of "Unsubscribe"?

A. to ensure the email addresses are in the Unsubscribe table, but not in the Contact table

B. to ensure the email addresses will not receive promotional emails, but that they still receive transactional emails

C. to ensure the email addresses are added to the Excluded Domains

D. to ensure the email addresses are added to the Master Exclude

Correct Answer: A

QUESTION 5

After a Data Import has been created and saved, which two import settings can be modified? (Choose two.)

A. Import Purpose

B. Import Name

C. Priority Source

D. Schedule

Correct Answer: CD

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Apps/SalesforceApp/Tasks/CreatingImports.htm