1Z0-340-20^{Q&As}

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

Which three client-requested scenario can you configure natively within an Update Rule in Eloqua? (Choose three.)

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: ABC

QUESTION 2

On which domain in an Eloqua email is Domain Key Identified (DKIM) signing performed? (Choose the best answer.)

A. User email address

B. "Reply-To" email address

C. Subsite domain

D. "From" email address
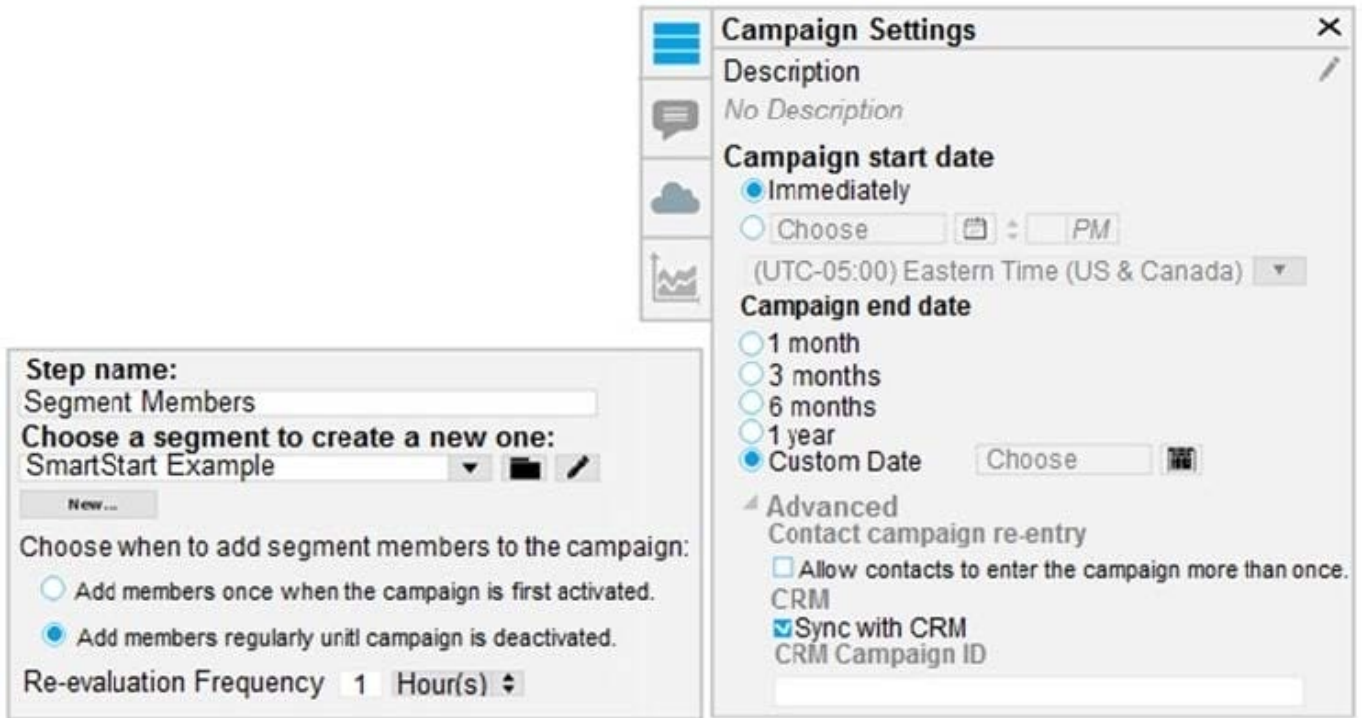
E. "To" email address

Correct Answer: D

QUESTION 3

Which scenario would require a custom subscription management page? (Choose the best answer.)

A. managing contact-level security

B. managing multiple brand identities

C. ongoing data cleansing

D. enabling sales tools

Correct Answer: B

QUESTION 4

Based on the criteria in the Segment Step and Campaign Settings below, when will Contacts be triggered to enter this campaign? (Choose the best answer.)

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

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? (Choose the best answer.)

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 6

If a contact\\'s profile information stays the same and they are NOT active, which Lead Score change could occur? (Choose the best answer.)

A. A4 to D4

B. B1 to C3

C. C3 to C4

D. A2 to C1

Correct Answer: A

QUESTION 7

After integrating an Eloqua form externally on a client\\'s website, the form is NOT capturing submissions in Eloqua.

Which two causes of the issue with form integration? (Choose two.)

A. The Eloqua form is active and the code has been integrated on another page on the client\\'s website.

B. "Must contain a valid number of characters" is set and the submitter is entering more characters on the webpage.

C. The Eloqua form has a required field but the website is NOT reflecting that this field is required.

D. A processing step has been updated on the form and the code has not been updated to reflect this on the client\\'s website.

Correct Answer: AD

QUESTION 8

What does Oracle Eloqua use to find the optimal time to send emails to each individual contact with the Send Time Optimization feature? (Choose the best answer.)

A. historical open data

B. average engagement rate

C. current click rate

D. anticipated open data

Correct Answer: A

Reference: https://greg-staunton.com/eloqua-send-time-optimization

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QUESTION 9

Which two statements are true about the relationship between contacts and custom objects records in Eloqua? (Choose two.)

A. A custom object record in a custom object can only link to one contact.

B. Many contacts can link to the same custom object record in a custom object.

C. A contact can link to only one custom object record in a custom object.

D. A contact can link to more than one custom object record in a custom object.

Correct Answer: AD

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

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QUESTION 10

You are creating a prompted report to be sent on a schedule by an Insight Agent.

What type of filter do you need to create? (Choose the best answer.)

A. named filter

B. inline filter

C. prompted filter

D. scheduled filter

Correct Answer: C

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Insight/Tasks/ CreatingAgents.htm

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