1Z0-340 ^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which two frequency options are NOT available in the drop down when creating Agents?

A. Once

B. Monthly

C. Bi-Weekly

D. Weekly

E. Never

F. Daily

G. Quarterly

Correct Answer: CG

Reference: https://www.youtube.com/watch?v=tt2An45P_7g

QUESTION 2

When contact labels are assigned, which contacts can enter a campaign?

A. only contacts assigned to the user who activated the campaign

B. contacts assigned to the user who activated the campaign and the Admin security group

C. only contacts assigned to the user who created the campaign

D. contacts assigned to the user who created the campaign and the Admin Security group

Correct Answer: A

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

QUESTION 3

On which domain in an Eloqua email is Domain Key Identified (DKIM) signing performed?

A. "To" email address

B. Subsite domain

C. "Reply-To" email address

D. User email address

E. "From" email address

Correct Answer: E

QUESTION 4

With the purchase of an Oracle Eloqua Deliverability Cloud Service product, how many branded image can be configured?

A. 1

B. 2

C. 5

D. 3

Correct Answer: A

QUESTION 5

Which three are filter criteria options when creating a segment? (Choose three.)

A. custom object linked to another custom object

B. compare contact fields

C. clicked specific email links

D. sent specific emails

E. opened emails from campaigns

Correct Answer: BCE

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/pdf/ OracleEloqua_Segments_UserGuide.pdf

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QUESTION 6

When making a copy of an email, which setting is NOT applied to the new email?

A. From Name

B. Email Footer

C. Reply-To Email Address

D. Subject Line

E. Email Group

Correct Answer: D

QUESTION 7

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

QUESTION 8

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 9

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 10

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

A. From 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

QUESTION 11

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 12

Which levels of settings can be used to manage contact permissions and preferences?

A. email defaults and signature rules

B. contact-level security and email groups

C. email footers and confirmation pages

D. global subscribe and email groups

Correct Answer: B

QUESTION 13

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?

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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QUESTION 14

Do emails sent by the "Send Submitter an Email" from processing step follow contact subscription preferences?

A. These emails are considered transactional and will send if a contact is unsubscribed, but not to those on the Master Exclude list.

B. These emails will send depending on the configurations set by the user on the "Send Submitter an Email" processing step.

C. These emails follow contact subscription preferences and if a contact is marked as unsubscribe. they will not receive the email.

D. These emails are considered transactional and will send if a contact is unsubscribed, but not to those on the Master Exclude list.

Correct Answer: B

Reference: https://community.oracle.com/groups/oracle-marketing-cloud-academy/blog/2017/12

QUESTION 15

Which scenario would require a custom subscription management page?

A. managing contact-level security

B. managing multiple brand identities

C. enabling sales tools

D. ongoing data cleansing

Correct Answer: B

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