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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

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"? (Choose the best answer.)

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 2

What occurs after a campaign reaches its end date? (Choose the best answer.)

A. The campaign returns to draft mode, and users can reactivate it after changing the end date to a later date.

B. The campaign continues to flow contacts through until it is manually deactivated by a user.

C. The campaign becomes read-only, and campaign activity is no longer tracked.

D. The campaign becomes read-only, and campaign activity is tracked for another 12 months.

Correct Answer: D

Reference: https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/Campaigns/Tasks/
ActivatingAndDeactivatingCampaigns.htm?cshid=ActivatingAndDeactivatingCampaigns

QUESTION 3

While using the Contact Washing Machine app for a data normalization project, which action would allow you to
combine the value from two separate fields into one? (Choose the best answer.)

A. Math

B. Replace

C. Lookup

D. Compost

Correct Answer: C

QUESTION 4

Your client is building a Campaign Canvas and receiving a draft error of "Campaign Contact Re-entry Error".

Why are they receiving this error? (Choose the best answer.)

A. Contacts are never allowed to enter the campaign more than once, even if they appear in the segment again.

B. The "Allow contracts to enter the campaign more than once" setting and the "Add members regularly until campaign is deactivated" segment option have been selected.

C. Contacts are appearing in multiple segment blocks in the segment, and the system has added the contact more than once because they qualified in multiple filters.

D. The "Allow contacts to enter the campaign more than once" setting has been selected, but contacts in the segment do not qualify to enter the campaign.

Correct Answer: B

Reference: https://community.oracle.com/thread/4209660

QUESTION 5

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

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