

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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

Which three are required to successfully integrate an externally hosted form into a client's website? (Choose three.)

- A. at least one check box field on the form
- B. form HTML
- C. tracking script HTML, including required hidden fields
- D. post URL action
- E. a list of all processing steps on the Eloqua form

Correct Answer: BCD

Reference: <https://community.oracle.com/community/topliners/do-it/blog/2012/04/17/how-to-repost-anexternally-hosted-form-to-eloqua>

QUESTION 2

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 3

Given this segment, which two contacts will be included? (Choose two.)

```
{
  {
    Compare Contact Fields
    Contacts who have a "State or Province" field having a value that is equal to "California"
  }
  OR
  {
    Compare Contact Fields
    Contacts who have a "State or Province" field having a value that is equal to "New York"
  }
}
AND
{
  {
    Clicked Any Email
    Contacts who have clicked any e-mail exactly 1 time within the last 30 days
  }
  OR
  {
    Submitted any Form
    Contacts who have submitted any form exactly 1 time within the last 30 days
  }
}
}
```

- A. A contact in New York who clicked an email one time and submitted a form one time 14 days ago.
- B. A contact in California who submitted 2 forms 1 week ago.
- C. A contact in California who submitted a form one time 7 days ago.
- D. A contact in New York who opened an email 1 week ago.
- E. A contact in California who clicked an email one time and submitted a form one time 45 days ago.

Correct Answer: AD

QUESTION 4

Which is considered a transactional email? (Choose the best answer.)

- A. an announcement from the CEO
- B. an exclusive upgrade for existing customers
- C. an offer from a partner
- D. an update to your customer privacy policy

Correct Answer: D

QUESTION 5

A contact has multiple values populated within the "Interest Area" multiselect field in Eloqua. However, when you go to the contact record, no values are highlighted.

Which two are reasons for this? (Choose two.)

- A. The values populated are lowercase, whereas the values within the picklist are proper case.
- B. The values are correct but they are delimited with a comma,
- C. The values are correct but they are delimited with a double colon ::
- D. The values populated do NOT match the values within the picklist.

Correct Answer: BD

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