1Z0-340 Q&As

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

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 2

Which statement is true about IP Warming?

A. It includes familiar branding and messaging in the email content.

B. A dedicated IP address is NOT required.

C. The Campaign Analysis report is the most useful to monitor Spam Unsubscribes during IP Warming.

D. It takes 8 to 12 weeks.

Correct Answer: A

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

Which two will Eloqua accept when uploading an email? (Choose two.)

A. Microsoft Word Document

B. PDF Document

C. Zip File

D. Text File

E. HTML

Correct Answer: CE

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EmailEditing/HTMLEmail/CreatingNewEmailsByUploadingHTML.htm

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QUESTION 5

Which three are essential to remember when configuring a basic microsite for a client? (Choose three.)

A. Updating the domain\\'s A record to point to Oracle Eloqua\\'s IP address is preferred over updating the CNAME record for the domain.

B. The Require Authentication check box must be selected to enable landing pages to be published to the microsite.

C. Each subdomain created off the client\\'s main website domain can only be linked to a single microsite within Eloqua.

D. If the CNAME record is accessible and updatable, the CNAME record should be set to s[site id].hs.eloqua.com.

E. If you use the A record to point the subdomain to Oracle Eloqua\\'s IP address, you must also add s[site id].hs.eloqua.com under the DNS Query Lookup.

Correct Answer: CDE

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Microsites/Tasks/CreatingBasicMicrosites.htm

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