

1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation
Essentials

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QUESTION 1

Which two are benefits of Oracle Eloqua Branding and Deliverability Cloud Service products? (Choose two.)

- A. maintains corporate identity by clients sending emails directly
- B. IPs can be whitelisted by a client's recipients
- C. establishes a sending domain with Internet Service Providers (ISPs)
- D. has a positive reputation of shared IP range

Correct Answer: AC

QUESTION 2

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 3

Which is an example of Profile Criteria?

- A. Email Clickthrough
- B. Form Submit
- C. JavaScript
- D. Contact Field

Correct Answer: D

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/LeadScoring/Tasks/ConfiguringProfileCriteria.htm

QUESTION 4

You have activated a new program on the Program Canvas to time stamp the "Most Recent Event Attendance" date field for event attendees. A segment has been created to pull in recent event attendees into the program. Upon review,

you notice that the event attendees for a particular event are entering the program every day and being restamped.

What is the cause for this?

- A. The Listener was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).
- B. The "Allow contacts to enter the program more than once" check box was selected upon activation.
- C. The Re-evaluation Frequency was not set upon activation and so it defaulted to 1 Day(s).
- D. The segment was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).

Correct Answer: A

QUESTION 5

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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