

1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

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 and submitted a form one time 14 days ago.
- B. A contact in California who submitted two 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 and submitted a form one time 45 days ago.

Correct Answer: AD

QUESTION 2

Which four CRM integrations with Eloqua are supported? (Choose four.)

- A. Salesforce
- B. Oracle OnDemand

- C. Oracle Sales Cloud
- D. Microsoft Dynamics 365
- E. SAP
- F. Siebel OnPremise

Correct Answer: ABCD

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

QUESTION 3

Which two combinations can be used to cleanse or normalize new contact data in Eloqua? (Choose two.)

- A. a segment on a contact Program Canvas with the Contact Washing Machine app
- B. a segment on the Campaign Canvas with the Contact Washing Machine app
- C. a feeder in Program Builder with the Contact Washing Machine app
- D. a listener step on the Campaign Canvas with the Contact Washing Machine app
- E. a segment on a CDO Program Canvas with the Contact Washing Machine app

Correct Answer: BC

QUESTION 4

Your client would like to hold contacts until they open an email, and then send another follow-up immediately after they open it. If the contacts do not open the email, they would like to wait two weeks and then send them to a different campaign.

How would you advise they configure this in the Campaign Canvas?

- A. Hold all contracts in a two-week step and then determine which action should occur next with a decision step of "Did contacts open email?".
- B. Send contacts to a Program Canvas in order to send a follow-up email and disable the Campaign Canvas.
- C. Send all Contacts to the email step and use Scheduling settings to determine when to send the email.
- D. Add an evaluation period on the decision step of "Did contacts open email?" with an evaluation period of two weeks.

Correct Answer: C

QUESTION 5

Which two scenarios are use cases for Program Builder? (Choose two.)

- A. Send Batch Email to a contact using a previously created Signature Rule.
- B. Feed contacts into a program based on Lead Score increases.
- C. Apply an External Activity to contacts entering the program.
- D. Send Batch Email to an email address listed within a custom object.

Correct Answer: BD

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