

1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials





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QUESTION 1

You are configuring a promotional email group for Marketing's subscriber-based quarterly newsletter called "The Edge".

How should you configure this email group?

A.

Settings | Emails

Name:
The Edge

Default Email Header:
Default - Show Email Link

Default Email Footer:
Default - Global unsubscribe

Subscribe Confirmation Page:
Default Subscribe

Unsubscribe Confirmation Page:
Default Unsubscribe

Name of the Email Group as it appears to contacts:
The Edge - Quarterly News

Description of Email Group as it appears to contacts (optional):
Don't miss this quarterly update of industry news, partner articles, special events, and more.

Make this Email Group available in Eloqua for Sales

Include this Email Group on the Subscription Management page

B.

Settings | Emails

Name:
The Edge

Default Email Header:
Default - Show Email Link

Default Email Footer:
Default - Global unsubscribe

Subscribe Confirmation Page:
Default Subscribe

Unsubscribe Confirmation Page:
Default Unsubscribe

Name of the Email Group as it appears to contacts:
The Edge - Quarterly News

Description of Email Group as it appears to contacts (optional):
Don't miss this quarterly update of industry news, partner articles, special events, and more.

Make this Email Group available in Eloqua for Sales

Include this Email Group on the Subscription Management page

C.

Settings | Emails

Name:
The Edge

Default Email Header:
Default - Show Email Link

Default Email Footer:
Default - Global unsubscribe

Subscribe Confirmation Page:
Default Subscribe

Unsubscribe Confirmation Page:
Default Unsubscribe

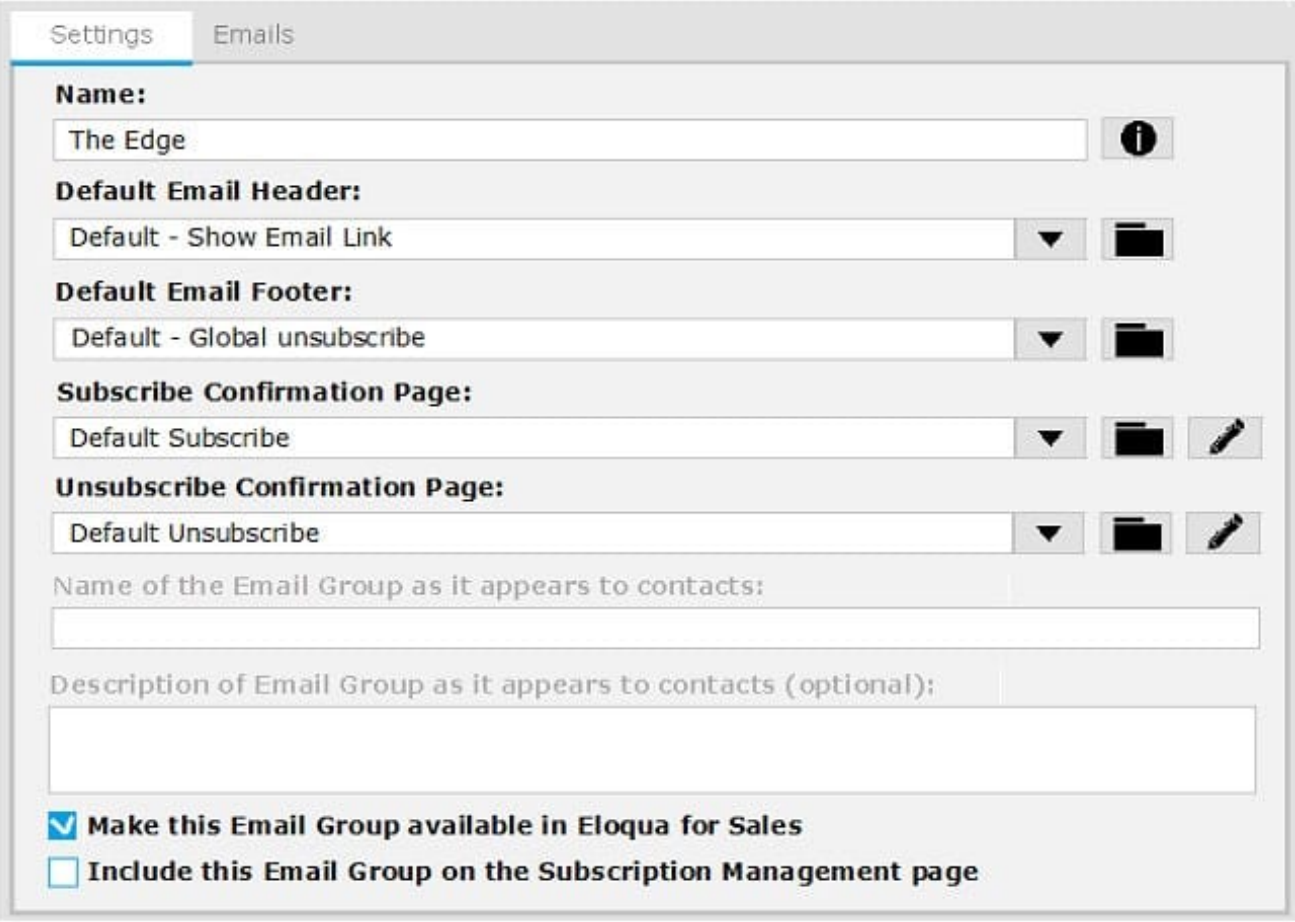
Name of the Email Group as it appears to contacts:

Description of Email Group as it appears to contacts (optional):

Make this Email Group available in Eloqua for Sales

Include this Email Group on the Subscription Management page

D.



Settings Emails

Name:
The Edge

Default Email Header:
Default - Show Email Link

Default Email Footer:
Default - Global unsubscribe

Subscribe Confirmation Page:
Default Subscribe

Unsubscribe Confirmation Page:
Default Unsubscribe

Name of the Email Group as it appears to contacts:

Description of Email Group as it appears to contacts (optional):

Make this Email Group available in Eloqua for Sales

Include this Email Group on the Subscription Management page

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: B

QUESTION 2

Which action does Strict Mode Tracking enable?

A. It filters out select IP addresses from being tracked within Eloqua.

B. It ties the email activity of the recipient with their contact profile by creating a unique Eloqua recipient ID.

C. It allows clients to control whether visitors in certain countries or all visitors need to opt in to website tracking.

D. It tracks email opens via a tracking pixel placed on all emails sent out of Eloqua.

Correct Answer: C

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

QUESTION 3

Which three are examples of data sources for Listener feeders in Program Canvas? (Choose three.)

- A. pulling contacts into a program when a contact is created
- B. pulling contacts into a program that opened a specific email at least three times
- C. pulling contacts into a program when they respond to a campaign
- D. pulling contacts into a program when their lead score changes
- E. pulling contacts into a program with unsubscribes in the last 24 hours

Correct Answer: CDE

Reference: <https://www.relationshipone.com/blog/tool-tip-oracle-eloqua-program-canvas/>

QUESTION 4

When contact labels are assigned, which contacts can enter a campaign?

- A. only contacts assigned to the user who activated the campaign
- B. contacts assigned to the user who activated the campaign and the Admin security group
- C. only contacts assigned to the user who created the campaign
- D. contacts assigned to the user who created the campaign and the Admin Security group

Correct Answer: A

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

QUESTION 5

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

Why are they receiving this error?

- 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>

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