

# 1Z0-340<sup>Q&As</sup>

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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### QUESTION 1

If a security group needs the ability to install and configure new applications, which type of setting will accomplish this?

- A. Action Permissions
- B. Data Import/Export
- C. Licensing
- D. Interface Access

Correct Answer: A

Reference: [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/SecurityGroups/ListOfActionPermissions.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/SecurityGroups/ListOfActionPermissions.htm)

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### 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/Tasks/StrictModeTracking.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EloquaAsynchronousTrackingScripts/Tasks/StrictModeTracking.htm)

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### QUESTION 3

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](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ContactSecurity/ContactSecurity.htm)

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**QUESTION 4**

Which two are valid Data Export options? (Choose two.)

- A. Export Campaign data
- B. Export to an Eloqua FTP server
- C. Export a compressed zip file
- D. Export only records changed since last run

Correct Answer: AD

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**QUESTION 5**

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

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**QUESTION 6**

Your client wants to send a notification email to the assigned sales representative of the contact submitting the form. Contacts have one of 2,000 possible sales representatives' names assigned to them within the Salesperson contact field.

How do you configure this?

- A. Send form submitter to a custom object that has a data services step to direct the newly created record to a Program Canvas to send emails.
- B. There is no functionality that currently exists in Eloqua to configure this solution, and your client would require custom coding.
- C. Send form submitter to a Campaign Canvas and send an email using a signature rule, where Salesperson is the key identifier.
- D. Create a picklist of sales representatives' email addresses and the corresponding Sales Rep contact field, and use the "Send Notification Email" processing step.

Correct Answer: D

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**QUESTION 7**

Which three list types are uploaded as part of implementation? (Choose three.)

- A. Geographic Regions
- B. Hard Bouncebacks
- C. Master Exclude Domains
- D. Sales Owners
- E. Unsubscribes

Correct Answer: BCE

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### QUESTION 8

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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### QUESTION 9

Which three are types of SmartStarts? (Choose three.)

- A. Enhanced SmartStart
- B. Enterprise SmartStart
- C. Universal SmartStart
- D. Complete SmartStart
- E. Standard SmartStart

Correct Answer: BDE

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**QUESTION 10**

An integration updates a custom data object that uniquely maps to contacts within Eloqua using an email address. When net-new contacts are created via the integration, the contact is created with the accurate field values. However, subsequent updates to mapped fields of the custom object records are NOT reflected on the contact.

What is the cause of this?

- A. You cannot update field values on the contact table from a custom object record.
- B. The "Save to Contact Table" processing step within record services is NOT enabled.
- C. The "Update Existing Record or Data Object" processing step within services is NOT enabled.
- D. The field mapping within the custom object is configured incorrectly.

Correct Answer: D

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**QUESTION 11**

Which two statements are true about CRM integrations? (Choose two.)

- A. Integrations can be built using Program and Campaign Canvas.
- B. Integration with a CRM enables Closed Loop Reporting.
- C. You can only integrate Eloqua with one CRM.
- D. Credentials are required for both platforms being integrated.

Correct Answer: AB

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**QUESTION 12**

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

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**QUESTION 13**

Which two frequency options are NOT available in the drop down when creating Agents?

- A. Once
- B. Monthly
- C. Bi-Weekly
- D. Weekly
- E. Never
- F. Daily
- G. Quarterly

Correct Answer: CG

Reference: [https://www.youtube.com/watch?v=tt2An45P\\_7g](https://www.youtube.com/watch?v=tt2An45P_7g)

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**QUESTION 14**

Which two roles are recommended to attend the entire onsite portion of SmartStart? (Choose two.)

- A. Eloqua Administrators
- B. Eloqua Sales Users
- C. Eloqua Power users
- D. Eloqua Marketing Managers E. Eloqua Executive Sponsors

Correct Answer: CE

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**QUESTION 15**

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