1Z0-340-20^{Q&As}

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

You want to access Profiler using your company\\'s login credentials.

Which URL would you choose? (Choose the best answer.)

A. Direct

B. XMLogin

C. SAML

D. SFDC IDP

E. Autologin

Correct Answer: C

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/pdf/ OracleEloqua_Profiler_UserGuide.pdf

QUESTION 2

It is 7:00 PM and you notice you have received numerous error notification emails regarding the Import of Leads into Eloqua between the hours of 3:00 PM and 5:00 PM, no error notifications have been received since 5:00 PM and the integration has been running successfully since 5:00 PM.

Which statement is true? (Choose the best answer.)

A. The lead Import needs to be manually run for the hours between 3:00 PM and 5:00 PM.

B. Disable and enable the Contact import and rerun the Account Import.

C. All leads have been imported since the last successful upload.

D. Create another Lead import to specifically import those records between 3:00 PM and 5:00 PM.

Correct Answer: D

QUESTION 3

While using the Contact Washing Machine app for a data normalization project, which action would allow you to combine the value from two separate fields into one? (Choose the best answer.)

A. Math

B. Replace

C. Lookup

D. Compost

Correct Answer: C

QUESTION 4

If a contact\\'s profile information stays the same and they are NOT active, which Lead Score change could occur? (Choose the best answer.)

A. A4 to D4

B. B1 to C3

C. C3 to C4

D. A2 to C1

Correct Answer: A

QUESTION 5

Which three factors negatively affect an IP address\\' sender reputation? (Choose three.)

A. high engagement

B. inconsistent send volumes

C. recycled spam trap

D. spam complaints

E. lists of active contacts

Correct Answer: ADE

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