



# 1Z0-340-20<sup>Q&As</sup>

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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### QUESTION 1

The Eloqua Site ID is used in all tasks below except \_\_\_\_\_. (Choose the best answer.)

- A. determining the POD
- B. setting up form post urls
- C. setting up Eloqua tracking scripts
- D. configuring integration urls

Correct Answer: A

Reference: <https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/Administration/Tasks/VerifyingCompanyDefaultInformation.htm>

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### QUESTION 2

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? (Choose the best answer.)

- 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 3

Which action does Strict Mode Tracking enable? (Choose the best answer.)

- 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 4

Which two are use cases for using a custom data object? (Choose two.)

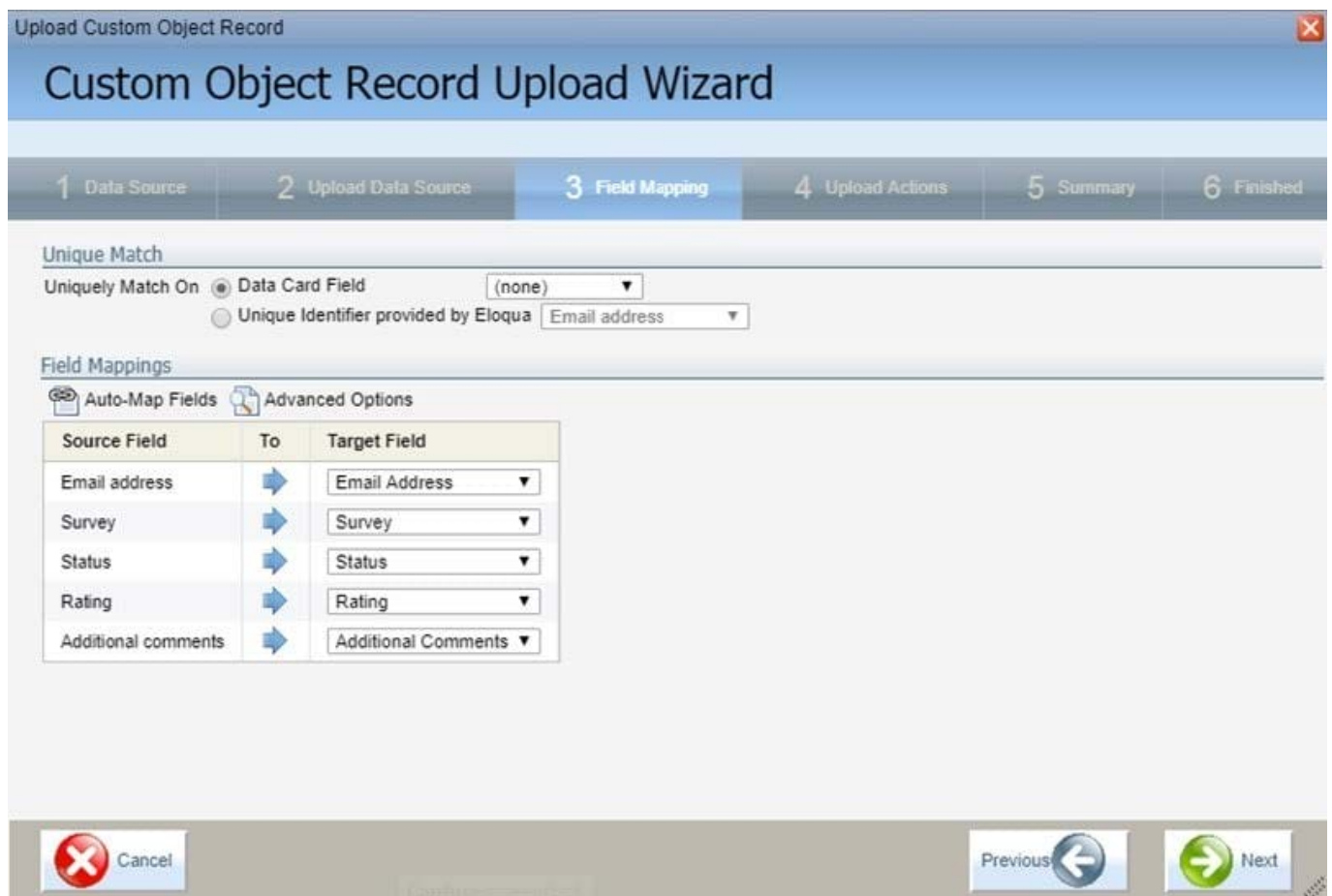
- A. linking custom data objects to visitors
- B. linking custom data objects to contacts
- C. linking custom data objects to each other
- D. linking custom data objects to accounts

Correct Answer: BD

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

#### QUESTION 5

When adding new custom object records, you upload a CVS file and leave "Uniquely Match on" data card set to (none). What is the expected behavior? (Choose the best answer.)



- A. It will cause an error alert when you attempt to click "Finish" on the upload.



- B. It will create possible duplicate custom object records.
- C. It will cause the custom object records NOT to map upon upload.
- D. It will have the system default to uniquely matching on email address.

Correct Answer: B

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