



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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

Pass Oracle 1Z0-340-20 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.passapply.com/1z0-340-20.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Oracle
Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers



**QUESTION 1**

Based on the criteria in the Segment Step and Campaign Settings below, when will Contacts be triggered to enter this campaign? (Choose the best answer.)

The image shows two overlapping windows from a marketing automation interface. The 'Campaign Settings' window on the right has the following configuration: Description is 'No Description'; Campaign start date is set to 'Immediately' with a time of 'PM' in '(UTC-05:00) Eastern Time (US & Canada)'; Campaign end date is set to 'Custom Date'; Under the 'Advanced' section, 'Contact campaign re-entry' is set to 'Allow contacts to enter the campaign more than once.' and 'Sync with CRM' is checked. The 'Segment Step' window on the left shows: Step name is 'Segment Members'; 'Choose a segment to create a new one:' is set to 'SmartStart Example'; Under 'Choose when to add segment members to the campaign:', 'Add members regularly until campaign is deactivated.' is selected; and 'Re-evaluation Frequency' is set to '1 Hour(s)'.

- A. only when the campaign is first activated, even if they have been in the campaign before
- B. during the hourly segment evaluation, and if they have NOT been in the campaign before
- C. during the hourly segment evaluation, even if they have been in the campaign before
- D. only when the campaign is first activated and they have NOT been in the campaign before

Correct Answer: B

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/GettingStartedTutorials/SegmentTutorial/Step2AddSegmentToCampaign.htm

QUESTION 2

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

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



Correct Answer: BD

QUESTION 3

What occurs after a campaign reaches its end date? (Choose the best answer.)

- A. The campaign returns to draft mode, and users can reactivate it after changing the end date to a later date.
- B. The campaign continues to flow contacts through until it is manually deactivated by a user.
- C. The campaign becomes read-only, and campaign activity is no longer tracked.
- D. The campaign becomes read-only, and campaign activity is tracked for another 12 months.

Correct Answer: D

Reference: <https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/Campaigns/Tasks/ActivatingAndDeactivatingCampaigns.htm?cshid=ActivatingAndDeactivatingCampaigns>

QUESTION 4

Which three client-requested scenario can you configure natively within an Update Rule in Eloqua? (Choose three.)

- A. the contact's Job Role contact field with the value listed in the Role field of a linked custom object record
- B. the contract's Job Role contact field with the value listed within the contract's Title field
- C. the contract's Job Role contact field with the value matched to the Contact's Title field within a lookup table
- D. the contract's Job Role contact field with a static value based on the value within their Title field

Correct Answer: ABC

QUESTION 5

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



VCE & PDF

PassApply.com

<https://www.passapply.com/1z0-340-20.html>

2024 Latest passapply 1Z0-340-20 PDF and VCE dumps Download

[1Z0-340-20 VCE Dumps](#)

[1Z0-340-20 Exam
Questions](#)

[1Z0-340-20 Braindumps](#)