

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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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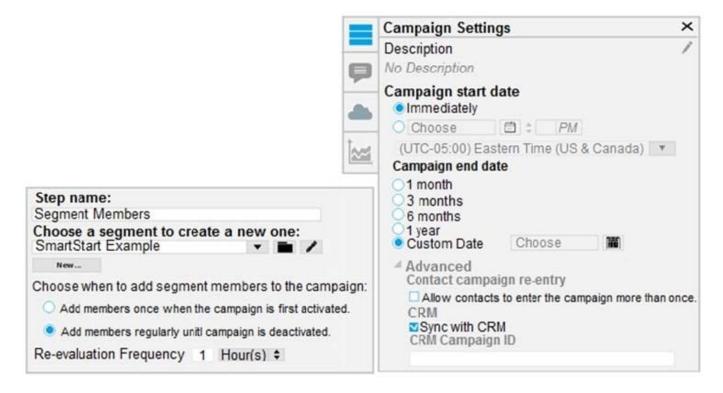
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QUESTION 1

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.)



- 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.



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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 contact\\'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 contact\\'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



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