



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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

Which three Segments are possible to build? (Choose three.)

- A. all contacts that were sent an email in the past 30 days with a Lead Score of either A1 or B1
- B. all contacts from an event from three years ago
- C. all contacts with an invalid email address that are part of the Account for ACME Corporation
- D. all contacts who registered for an event in the past 90 days
- E. all contacts that have successfully completed the "Update Contacts" CRM action step in the last day

Correct Answer: CDE

QUESTION 2

When uploading users into Eloqua who will only be used for dynamic signatures, which security group acronym must be used in the SecurityGroup column? (Choose the best answer.)

- A. DSIG
- B. SALE
- C. CADM
- D. EXEC

Correct Answer: D

QUESTION 3

In what order you put these steps when making a template available in Engage? (Choose the best answer.)

1.
Assign the email to the email group that you enabled for sales.
2.
Enable the Sales Users security group to have access to the email group.
3.
Decide which existing or new email group will be available in Engage.
4.
Create a new email.



5.

Enable sales users to have access to the email.

6.

Select the Make This Email Group Available in Eloqua for Sales check box.

A. 2, 5, 1, 3, 4, 6

B. 1, 2, 3, 4, 5, 6

C. 6, 5, 4, 3, 2, 1

D. 3, 6, 2, 4, 1, 5

E. 3, 4, 1, 2, 5, 6

Correct Answer: D

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Engage/Tasks/MakingTemplateAvailableInEngage.htm

QUESTION 4

Your client would like to hold contacts until they open an email, and then send another follow-up immediately after they open it. If the contacts do not open the email, they would like to wait two weeks and then send them to a different campaign.

How would you advise they configure this in the Campaign Canvas? (Choose the best answer.)

A. Hold all contracts in a two-week step and then determine which action should occur next with a decision step of "Did contacts open email?".

B. Send contacts to a Program Canvas in order to send a follow-up email and disable the Campaign Canvas.

C. Send all Contacts to the email step and use Scheduling settings to determine when to send the email.

D. Add an evaluation period on the decision step of "Did contacts open email?" with an evaluation period of two weeks.

Correct Answer: C

QUESTION 5

After integrating an Eloqua form externally on a client's website, the form is NOT capturing submissions in Eloqua.

Which two causes of the issue with form integration? (Choose two.)

A. The Eloqua form is active and the code has been integrated on another page on the client's website.

B. "Must contain a valid number of characters" is set and the submitter is entering more characters on the webpage.

C. The Eloqua form has a required field but the website is NOT reflecting that this field is required.



D. A processing step has been updated on the form and the code has not been updated to reflect this on the client's website.

Correct Answer: AD

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