



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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

Which two roles are recommended to participate during configuration implementation? (Choose two.)

- A. Eloqua Sales Users
- B. Eloqua Marketing Managers
- C. Eloqua Executive Sponsors
- D. Eloqua Power Users
- E. Eloqua Administrators

Correct Answer: DE

QUESTION 2

Which two are valid Data Export options? (Choose two.)

- A. Export only records changed since last run
- B. Export a compressed zip file
- C. Export to an Eloqua FTP server
- D. Export Campaign data

Correct Answer: AD

QUESTION 3

Which three list types are uploaded during Eloqua implementation? (Choose three.)

- A. Geographic Regions
- B. Sales Owners
- C. Master Exclude Domains
- D. Unsubscribers
- E. Hard Bouncebacks

Correct Answer: CDE

Reference: https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/pdf/OracleEloqua_Contacts_UserGuide.pdf

QUESTION 4



Which two statements are true about the relationship between contacts and custom objects records in Eloqua? (Choose two.)

- A. A custom object record in a custom object can only link to one contact.
- B. Many contacts can link to the same custom object record in a custom object.
- C. A contact can link to only one custom object record in a custom object.
- D. A contact can link to more than one custom object record in a custom object.

Correct Answer: AD

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/CustomObjects/CustomObjects.htm

QUESTION 5

Which two frequency options are NOT available in the drop down when creating Agents? (Choose two.)

- A. Monthly
- B. Weekly
- C. Once
- D. Quarterly
- E. Bi-Weekly
- F. Daily
- G. Never

Correct Answer: DE

Reference: https://www.youtube.com/watch?v=tt2An45P_7g

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