



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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

What does Oracle Eloqua use to find the optimal time to send emails to each individual contact with the Send Time Optimization feature? (Choose the best answer.)

- A. historical open data
- B. average engagement rate
- C. current click rate
- D. anticipated open data

Correct Answer: A

Reference: <https://greg-staunton.com/eloqua-send-time-optimization>

QUESTION 2

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 3

When creating an email using the Design Editor, which two items are required? (Choose two.)

- A. Personalized From Line
- B. Email Tracking
- C. Email Group
- D. Preview Text
- E. Subject Line

Correct Answer: CE

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



QUESTION 4

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 5

Do emails sent by the "Send Submitter an Email" from processing step follow contact subscription preferences? (Choose the best answer.)

- A. These emails are considered transactional and will send if a contact is unsubscribed or on the Master Exclude list.
- B. These emails will send depending on the configuration set by the user on the "Send Submitter an Email" processing step.
- C. These emails follow contact subscription preferences and if a contact is marked as unsubscribe. they will not receive the email.
- D. These emails are considered transactional and will send if a contact is unsubscribed, but not to those on the Master Exclude list.

Correct Answer: B

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