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 contact labels are assigned, which contacts can enter a campaign? (Choose the best answer.)

A. only contacts assigned to the user who activated the campaign

B. contacts assigned to the user who activated the campaign and the Admin security group

C. only contacts assigned to the user who created the campaign

D. contacts assigned to the user who created the campaign and the Admin Security group

Correct Answer: A

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

QUESTION 3

When performing Email Marketing configuration, which two items should be provided? (Choose two.)

A. lists of bouncebacks, unsubscribes, contacts not in CRM and competitor domains

B. list of processing steps after a form is submitted

C. list of additional websites to track

D. a subscription management option

Correct Answer: BD

QUESTION 4

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 5

After a Data Import has been created and saved, which two import settings can be modified? (Choose two.)

A. Schedule

B. Import Name

C. Import Purpose

D. Priority Source

Correct Answer: AD

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Apps/SalesforceApp/Tasks/CreatingImports.htm

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