



1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

In what order you put these steps when making a template available in Engage?

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 2

Which two scenarios are use cases for Program Builder? (Choose two.)

- A. Send Batch Email to a contact using a previously created Signature Rule.
- B. Feed contacts into a program based on Lead Score increases.
- C. Apply an External Activity to contacts entering the program.



D. Send Batch Email to an email address listed within a custom object.

Correct Answer: BD

QUESTION 3

Which three are required to successfully integrate an externally hosted form into a client's website? (Choose three.)

- A. at least one check box field on the form
- B. form HTML
- C. tracking script HTML, including required hidden fields
- D. post URL action
- E. a list of all processing steps on the Eloqua form

Correct Answer: BCD

Reference: <https://community.oracle.com/community/topliners/do-it/blog/2012/04/17/how-to-repost-anexternally-hosted-form-to-eloqua>

QUESTION 4

In which two ways can you create a view within Eloqua to show select contact field and account field values together?

- A. by choosing "View Account Details" within the setting of a shared list containing the contacts you choose
- B. by creating a custom contact report within Insight, pulling in attributes from the account table
- C. Within the "Fields and View" window, you can link a contact view with an account view that will show both field sets when selected.
- D. Within the "Fields and View" window, you can create a customized view containing both contact and account fields.

Correct Answer: D

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/IntegrationWithSFDC/EQtoSFDCSync/CloningSalesforceFields.htm

QUESTION 5

Which two roles are recommended to attend the entire onsite portion of SmartStart? (Choose two.)

- A. Eloqua Administrators
- B. Eloqua Sales Users
- C. Eloqua Power users



D. Eloqua Marketing Managers E. Eloqua Executive Sponsors

Correct Answer: CE

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