



1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which two will Eloqua accept when uploading an email? (Choose two.)

- A. Microsoft Word Document
- B. PDF Document
- C. Zip File
- D. Text File
- E. HTML

Correct Answer: CE

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EmailEditing/HTMLEmail/CreatingNewEmailsByUploadingHTML.htm

QUESTION 2

Which two statements are true about CRM integrations? (Choose two.)

- A. Integrations can be built using Program and Campaign Canvas.
- B. Integration with a CRM enables Closed Loop Reporting.
- C. You can only integrate Eloqua with one CRM.
- D. Credentials are required for both platforms being integrated.

Correct Answer: AB

QUESTION 3

Which three are filter criteria options when creating a segment? (Choose three.)

- A. custom object linked to another custom object
- B. compare contact fields
- C. clicked specific email links
- D. sent specific emails
- E. opened emails from campaigns

Correct Answer: BCE

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/pdf/OracleEloqua_Segments_UserGuide.pdf



QUESTION 4

On which domain in an Eloqua email is Domain Key Identified (DKIM) signing performed?

- A. "To" email address
- B. Subsite domain
- C. "Reply-To" email address
- D. User email address
- E. "From" email address

Correct Answer: E

QUESTION 5

Which three are essential to remember when configuring a basic microsite for a client? (Choose three.)

- A. Updating the domain's A record to point to Oracle Eloqua's IP address is preferred over updating the CNAME record for the domain.
- B. The Require Authentication check box must be selected to enable landing pages to be published to the microsite.
- C. Each subdomain created off the client's main website domain can only be linked to a single microsite within Eloqua.
- D. If the CNAME record is accessible and updatable, the CNAME record should be set to s[site id].hs.eloqua.com.
- E. If you use the A record to point the subdomain to Oracle Eloqua's IP address, you must also add s[site id].hs.eloqua.com under the DNS Query Lookup.

Correct Answer: CDE

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Microsites/Tasks/CreatingBasicMicrosites.htm

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