1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Do emails sent by the "Send Submitter an Email" from processing step follow contact subscription preferences?

A. These emails are considered transactional and will send if a contact is unsubscribed, but not to those on the Master Exclude list.

B. These emails will send depending on the configurations 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

Reference: https://community.oracle.com/groups/oracle-marketing-cloud-academy/blog/2017/12

QUESTION 2

Which two are use cases for using Data Import and Export features? (Choose two.)

A. a scheduled import of external data to a Custom Object

B. a scheduled export of Activity data

C. a scheduled export of Custom Object data

D. a scheduled import of external data to Contacts or Accounts

Correct Answer: BD

QUESTION 3

Your client would like to hold contacts until they open an email, and then send another follow-up immediately after they open it. If the contacts do not open the email, they would like to wait two weeks and then send them to a different campaign.

How would you advise they configure this in the Campaign Canvas?

A. Hold all contracts in a two-week step and then determine which action should occur next with a decision step of "Did contacts open email?".

B. Send contacts to a Program Canvas in order to send a follow-up email and disable the Campaign Canvas.

C. Send all Contacts to the email step and use Scheduling settings to determine when to send the email.

D. Add an evaluation period on the decision step of "Did contacts open email?" with an evaluation period of two weeks.

Correct Answer: C

QUESTION 4

You have activated a new program on the Program Canvas to time stamp the "Most Recent Event Attendance" date field for event attendees. A segment has been created to pull in recent event attendees into the program. Upon review, you notice that the event attendees for a particular event are entering the program every day and being restamped.

What is the cause for this?

A. The Listener was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).

B. The "Allow contacts to enter the program more than once" check box was selected upon activation.

C. The Re-evaluation Frequency was not set upon activation and so it defaulted to 1 Day(s).

D. The segment was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).

Correct Answer: A

QUESTION 5

An integration updates a custom data object that uniquely maps to contacts within Eloqua using an email address. When net-new contacts are created via the integration, the contact is created with the accurate field values. However, subsequent updates to mapped fields of the custom object records are NOT reflected on the contact.

What is the cause of this?

A. You cannot update field values on the contact table from a custom object record.

B. The "Save to Contact Table" processing step within record services is NOT enabled.

C. The "Update Existing Record or Data Object" processing step within services is NOT enabled.

D. The field mapping within the custom object is configured incorrectly.

Correct Answer: D