



# 1Z0-340<sup>Q&As</sup>

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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### QUESTION 1

Which two features does the Eloqua landing page Design Editor provide for forms? (Choose two.)

- A. From fields, picklist values, prepopulation, and validation rules are configured in the Design Editor after adding the form to the Landing page.
- B. Existing Eloqua forms brought into the responsive editor will be automatically responsive.
- C. The form's styling, such as field spacing and background color, can be customized in the Design Editor to match your landing page.
- D. The Design Editor allows users to configure forms with an upload feature for contacts to upload files when submitting a form.

Correct Answer: BC

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### QUESTION 2

You want to access Profiler using your company's login credentials.

Which URL would you choose?

- A. Direct
- B. XMLLogin
- C. SAML
- D. SFDC IDP
- E. Autologin

Correct Answer: C

Reference: [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/pdf/OracleEloqua\\_Profiler\\_UserGuide.pdf](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/pdf/OracleEloqua_Profiler_UserGuide.pdf)

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### QUESTION 3

What does it mean when a contact has "No Status" for an email group status?

- A. They have neither subscribed nor unsubscribed to that group and will receive emails of that type.
- B. They were previously subscribed and have now unsubscribed to that group and will receive emails of that type.
- C. They were previously subscribed and have now unsubscribed to that group and will not receive any emails of that type.
- D. They have neither subscribed nor unsubscribed to that group and will not receive any emails of that type.

Correct Answer: D



#### 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](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/IntegrationWithSFDC/EQtoSFDCSync/CloningSalesforceFields.htm)

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#### QUESTION 5

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

- A. Import Purpose
- B. Import Name
- C. Priority Source
- D. Schedule

Correct Answer: CD

Reference: [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/Apps/SalesforceApp/Tasks/CreatingImports.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Apps/SalesforceApp/Tasks/CreatingImports.htm)

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