1Z0-340 Q&As

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

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 2

How do you define a sender\\'s mailing IP reputation?

A. a score based on how many people "liked" the sender on Facebook and clicked through to the landing page

B. the number of email recipients that do NOT unsubscribe from emails and update their email preferences

C. a measure of the sender\\'s mailing deliverability, based on complaints, blacklisting, bouncebacks, and spam traps

D. the value put on the email recipients\\' well-received comments from the message content

Correct Answer: C

QUESTION 3

Your client is building a Campaign Canvas and receiving a draft error of "Campaign Contact re-entry Error".

Why are they receiving this error?

A. Contacts are never allowed to enter the campaign more than once, even if they appear in the segment again.

B. The "Allow contracts to enter the campaign more than once" setting and the "Add members regularly until campaign is deactivated" segment option have been selected.

C. Contacts are appearing in multiple segment blocks in the segment, and the system has added the contact more than once because they qualified in multiple filters.

D. The "Allow contacts to enter the campaign more than once" setting has been selected, but contacts in the segment do not qualify to enter the campaign.
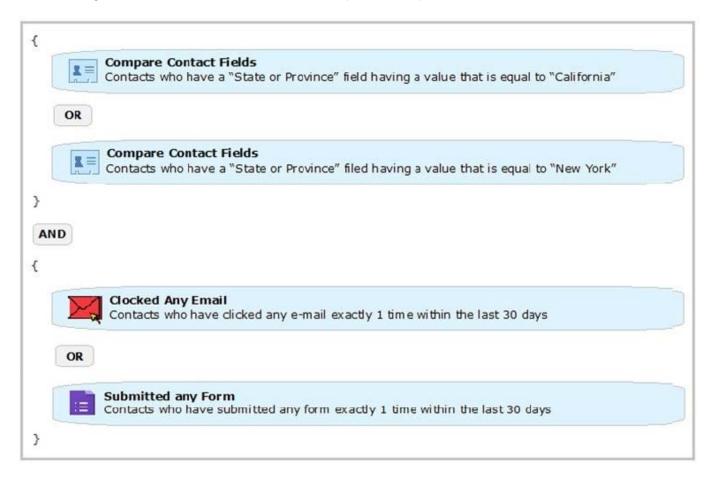
Correct Answer: B

Reference: https://community.oracle.com/thread/4209660

QUESTION 4

Given this segment, which two contacts will be included? (Choose two.)

A. A contact in New York who clicked an email and submitted a form one time 14 days ago.

B. A contact in California who submitted two forms 1 week ago.

C. A contact in California who submitted a form one time 7 days ago.

D. A contact in New York who opened an email 1 week ago.

E. A contact in California who clicked an email and submitted a form one time 45 days ago.

Correct Answer: AD

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