



1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which statement is NOT true about first-party and third-party cookies?

- A. First-party cookies identify you as a returning user to the site and help personalize your browsing experience.
- B. A first-party cookie is a cookie that has a domain that is the same as the domain being visited.
- C. A third-party cookie is a cookie that has a domain that is different from the domain being visited.
- D. First-party cookies are being blocked by anti-spyware applications, browsers, and default privacy settings.

Correct Answer: D

Reference https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EloquaAsynchronousTrackingScripts/EloquaAsynchronousTrackingScripts.htm

QUESTION 2

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

QUESTION 3

Which is considered a transactional email?

- A. an offer from a partner
- B. an announcement from the CEO
- C. an exclusive upgrade for existing customers
- D. an update to your customer privacy policy

Correct Answer: D



QUESTION 4

If a security group needs the ability to install and configure new applications, which type of setting will accomplish this?

- A. Action Permissions
- B. Data Import/Export
- C. Licensing
- D. Interface Access

Correct Answer: A

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/SecurityGroups/ListOfActionPermissions.htm

QUESTION 5

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>

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