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Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

You have a large list of opt-out requests that were collected via the corporate website before Eloqua was implemented.

Why is it important to upload those contacts using the import purpose of "Unsubscribe"?

- A. to ensure the email addresses are in the Unsubscribe table, but not in the Contact table
- B. to ensure the email addresses will not receive promotional emails, but that they still receive transactional emails
- C. to ensure the email addresses are added to the Excluded Domains
- D. to ensure the email addresses are added to the Master Exclude

Correct Answer: A

QUESTION 2

If a contact's profile information stays the same and they are NOT active, which Lead Score change could occur?

- A. A4 to D4
- B. B1 to C3
- C. C3 to C4
- D. A2 to C1

Correct Answer: A

QUESTION 3

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 4



Which two are benefits of Oracle Eloqua Branding and Deliverability Cloud Service products? (Choose two.)

- A. maintains corporate identity by clients sending emails directly
- B. IPs can be whitelisted by a client's recipients
- C. establishes a sending domain with Internet Service Providers (ISPs)
- D. has a positive reputation of shared IP range

Correct Answer: AC

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

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