



1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Under which circumstances would Eloqua consider an email address soft-bounced?

- A. The email address is invalid.
- B. There were three unsuccessful send attempts in 12 months.
- C. The recipient's inbox is full.
- D. The recipient marked the email as spam.

Correct Answer: C

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Insight/Reports/EmailBouncebackOverview.htm

QUESTION 2

When uploading users into Eloqua who will only be used for dynamic signatures, which security group acronym must be used in the SecurityGroup column?

- A. SALE
- B. EXEC
- C. DSIG
- D. CADM

Correct Answer: B

QUESTION 3

Which three are essential to remember when configuring a basic microsite for a client? (Choose three.)

- A. Updating the domain's A record to point to Oracle Eloqua's IP address is preferred over updating the CNAME record for the domain.
- B. The Require Authentication check box must be selected to enable landing pages to be published to the microsite.
- C. Each subdomain created off the client's main website domain can only be linked to a single microsite within Eloqua.
- D. If the CNAME record is accessible and updatable, the CNAME record should be set to s[site id].hs.eloqua.com.
- E. If you use the A record to point the subdomain to Oracle Eloqua's IP address, you must also add s[site id].hs.eloqua.com under the DNS Query Lookup.

Correct Answer: CDE

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Microsites/Tasks/



CreatingBasicMicrosites.htm

QUESTION 4

While using the Contact Washing Machine app for a data normalization project, which action would allow you to combine the value from two separate fields into one?

- A. Lookup
- B. Replace
- C. Compost
- D. Math

Correct Answer: A

QUESTION 5

You are configuring a promotional email group for Marketing's subscriber-based quarterly newsletter called "The Edge".


How should you configure this email group?





A.

Settings



Emails

Name:
 




Default Email Header:




Default Email Footer:

Subscribe Confirmation Page:

Unsubscribe Confirmation Page:

Name of the Email Group as it appears to contacts:

Description of Email Group as it appears to contacts (optional):

☒ **Make this Email Group available in Eloqua for Sales**

☒ **Include this Email Group on the Subscription Management page**



B.

Settings Emails

Name:
The Edge

Default Email Header:
Default - Show Email Link

Default Email Footer:
Default - Global unsubscribe

Subscribe Confirmation Page:
Default Subscribe

Unsubscribe Confirmation Page:
Default Unsubscribe

Name of the Email Group as it appears to contacts:
The Edge - Quarterly News

Description of Email Group as it appears to contacts (optional):
Don't miss this quarterly update of industry news, partner articles, special events, and more.

☐ Make this Email Group available in Eloqua for Sales

☒ Include this Email Group on the Subscription Management page

C.

Settings Emails

Name:
The Edge

Default Email Header:
Default - Show Email Link

Default Email Footer:
Default - Global unsubscribe

Subscribe Confirmation Page:
Default Subscribe

Unsubscribe Confirmation Page:
Default Unsubscribe

Name of the Email Group as it appears to contacts:

Description of Email Group as it appears to contacts (optional):

☐ Make this Email Group available in Eloqua for Sales

☐ Include this Email Group on the Subscription Management page



D.

Settings

Emails

Name:

The Edge

i

Default Email Header:

Default - Show Email Link

▼

Default Email Footer:

Default - Global unsubscribe

▼

Subscribe Confirmation Page:

Default Subscribe

▼

Unsubscribe Confirmation Page:

Default Unsubscribe

▼

Name of the Email Group as it appears to contacts:

Description of Email Group as it appears to contacts (optional):

☒ Make this Email Group available in Eloqua for Sales

☐ Include this Email Group on the Subscription Management page

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: B

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