



1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

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 2

Which levels of settings can be used to manage contact permissions and preferences?

- A. email defaults and signature rules
- B. contact-level security and email groups
- C. email footers and confirmation pages
- D. global subscribe and email groups

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

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

QUESTION 5

Which is a component of a standard CRM integration?

- A. the creation of new accounts in CRM
- B. the automatic creation of a sales user in Eloqua
- C. the automatic sync of Eloqua Lead Score changes in CRM
- D. the creation of new contacts in Eloqua

Correct Answer: C

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

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