



1Z0-340-20^{Q&As}

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

After integrating an Eloqua form externally on a client's website, the form is NOT capturing submissions in Eloqua.

Which two causes of the issue with form integration? (Choose two.)

- A. The Eloqua form is active and the code has been integrated on another page on the client's website.
- B. "Must contain a valid number of characters" is set and the submitter is entering more characters on the webpage.
- C. The Eloqua form has a required field but the website is NOT reflecting that this field is required.
- D. A processing step has been updated on the form and the code has not been updated to reflect this on the client's website.

Correct Answer: AD

QUESTION 2

Which two are valid Data Export options? (Choose two.)

- A. Export only records changed since last run
- B. Export a compressed zip file
- C. Export to an Eloqua FTP server
- D. Export Campaign data

Correct Answer: AD

QUESTION 3

Which three list types are uploaded during Eloqua implementation? (Choose three.)

- A. Geographic Regions
- B. Sales Owners
- C. Master Exclude Domains
- D. Unsubscribers
- E. Hard Bouncebacks

Correct Answer: CDE

Reference: https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/pdf/OracleEloqua_Contacts_UserGuide.pdf



QUESTION 4

In what order you put these steps when making a template available in Engage? (Choose the best answer.)

1.

Assign the email to the email group that you enabled for sales.

2.

Enable the Sales Users security group to have access to the email group.

3.

Decide which existing or new email group will be available in Engage.

4.

Create a new email.

5.

Enable sales users to have access to the email.

6.

Select the Make This Email Group Available in Eloqua for Sales check box.

A. 2, 5, 1, 3, 4, 6

B. 1, 2, 3, 4, 5, 6

C. 6, 5, 4, 3, 2, 1

D. 3, 6, 2, 4, 1, 5

E. 3, 4, 1, 2, 5, 6

Correct Answer: D

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Engage/Tasks/MakingTemplateAvailableInEngage.htm

QUESTION 5

Which two roles are recommended to participate during configuration implementation? (Choose two.)

A. Eloqua Sales Users

B. Eloqua Marketing Managers

C. Eloqua Executive Sponsors

D. Eloqua Power Users



E. Eloqua Administrators

Correct Answer: DE

QUESTION 6

Which two features does the Eloqua landing page Design Editor provide for forms? (Choose two.)

- A. Form 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 7

Which report option will allow you to access a prebuilt report's prompts and run the report? (Choose the best answer.)

- A. Properties
- B. Open
- C. Schedule
- D. Edit
- E. Add to Favorites

Correct Answer: C

QUESTION 8

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

How should you configure this email group? (Choose the best answer.)



A.

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



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

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

QUESTION 9

You want to access Profiler using your company's login credentials.

Which URL would you choose? (Choose the best answer.)

A. Direct

B. XMLLogin

C. SAML

D. SFDC IDP



E. Autologin

Correct Answer: C

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/pdf/OracleEloqua_Profiler_UserGuide.pdf

QUESTION 10

What occurs after a campaign reaches its end date? (Choose the best answer.)

- A. The campaign returns to draft mode, and users can reactivate it after changing the end date to a later date.
- B. The campaign continues to flow contacts through until it is manually deactivated by a user.
- C. The campaign becomes read-only, and campaign activity is no longer tracked.
- D. The campaign becomes read-only, and campaign activity is tracked for another 12 months.

Correct Answer: D

Reference: <https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/Campaigns/Tasks/ActivatingAndDeactivatingCampaigns.htm#cshid=ActivatingAndDeactivatingCampaigns>

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