



1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 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 statements could be the cause of the issue with form integration? (Choose two.)

- A. The HTML name of the form in Eloqua has the exact same HTML name of the form asset in Eloqua.
- 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. The Eloqua form is active and in use on another external webpage or Eloqua landing page.

Correct Answer: BC

QUESTION 2

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

Which URL would you choose?

- 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 3

Which three items are key deliverables of SmartStart? (Choose three.)

- A. API integration to a client's external data source
- B. implementation and testing of web tracking scripts
- C. selection and configuration of an email subscription management option
- D. Eloqua user setup
- E. setup of a client's first production campaign

Correct Answer: BCD



Reference <https://www.oracle.com/webfolder/media/eloqua/documents/SmartStartStandard.pdf>

QUESTION 4

In what order you put these steps when making a template available in Engage?

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

With the purchase of an Oracle Eloqua Deliverability Cloud Service product, how many branded image can be configured?

A. 1

B. 2



C. 5

D. 3

Correct Answer: A

QUESTION 6

Which two frequency options are NOT available in the drop down when creating Agents?

A. Once

B. Monthly

C. Bi-Weekly

D. Weekly

E. Never

F. Daily

G. Quarterly

Correct Answer: CG

Reference: https://www.youtube.com/watch?v=tt2An45P_7g

QUESTION 7

When creating an email using Email Editor, which two items are required? (Choose two.)

A. Preview Text

B. Subject Line

C. Email Tracking

D. Email Group

E. Personalized From Line

Correct Answer: AB

QUESTION 8

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 9

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 10

Which two combinations can be used to cleanse or normalize new contact data in Eloqua? (Choose two.)

- A. a segment on a contact Program Canvas with the Contact Washing Machine app
- B. a segment on the Campaign Canvas with the Contact Washing Machine app
- C. a feeder in Program Builder with the Contact Washing Machine app
- D. a listener step on the Campaign Canvas with the Contact Washing Machine app
- E. a segment on a CDO Program Canvas with the Contact Washing Machine app

Correct Answer: BC

QUESTION 11

Which two are use cases for using a custom data object? (Choose two.)

- A. linking custom data objects to visitors
- B. linking custom data objects to contacts
- C. linking custom data objects to each other
- D. linking custom data objects to accounts

Correct Answer: BD

Reference: <https://www.relationshipone.com/blog/tool-tip-oracle-eloqua-custom-objects/>



QUESTION 12

How do you define a sender's mailing IP reputation?

- A. a score based on how many people "liked" the sender on Facebook and clicked through to the landing page
- B. the number of email recipients that do NOT unsubscribe from emails and update their email preferences
- C. a measure of the sender's mailing deliverability, based on complaints, blacklisting, bouncebacks, and spam traps
- D. the value put on the email recipients' well-received comments from the message content

Correct Answer: C

QUESTION 13

Which statement is true about IP Warming?

- A. It includes familiar branding and messaging in the email content.
- B. A dedicated IP address is NOT required.
- C. The Campaign Analysis report is the most useful to monitor Spam Unsubscribes during IP Warming.
- D. It takes 8 to 12 weeks.

Correct Answer: A

QUESTION 14

Which two scenarios are use cases for Program Builder? (Choose two.)

- A. Send Batch Email to a contact using a previously created Signature Rule.
- B. Feed contacts into a program based on Lead Score increases.
- C. Apply an External Activity to contacts entering the program.
- D. Send Batch Email to an email address listed within a custom object.

Correct Answer: BD

QUESTION 15

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

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