

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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

It is 7:00 PM and you notice you have received numerous error notification emails regarding the Import of Leads into Eloqua between the hours of 3:00 PM and 5:00 PM, no error notifications have been received since 5:00 PM and the integration has been running successfully since 5:00 PM.

Which statement is true? (Choose the best answer.)

- A. The lead Import needs to be manually run for the hours between 3:00 PM and 5:00 PM.
- B. Disable and enable the Contact import and rerun the Account Import.
- C. All leads have been imported since the last successful upload.
- D. Create another Lead import to specifically import those records between 3:00 PM and 5:00 PM.

Correct Answer: D

QUESTION 2

Which action does Strict Mode Tracking enable? (Choose the best answer.)

- A. It filters out select IP addresses from being tracked within Eloqua.
- B. It ties the email activity of the recipient with their contact profile by creating a unique Eloqua recipient ID.
- C. It allows clients to control whether visitors in certain countries or all visitors need to opt in to website tracking.
- D. It tracks email opens via a tracking pixel placed on all emails sent out of Eloqua.

Correct Answer: C

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EloquaAsynchronousTrackingScripts/Tasks/StrictModeTracking.htm

QUESTION 3

In which two ways can you create a view within Eloqua to show select contact field and account field values together? (Choose two.)

- A. Choose "View Account Details" within the settings of a shared list containing the contacts you chose
- B. Create a custom contact report within Insight, pulling in attributes from the account table
- C. Within the "Fields and View" window, you can link a contact view with an account view that will show both field sets when selected.
- D. Within the "Fields and View" window, you can create a customized view containing both contact and account fields.

Correct Answer: CD

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/IntegrationWithSFDC/EQtoSFDCSync/CloningSalesforceFields.htm

QUESTION 4

Which two statements are true about the relationship between contacts and custom objects records in Eloqua? (Choose two.)

- A. A custom object record in a custom object can only link to one contact.
- B. Many contacts can link to the same custom object record in a custom object.
- C. A contact can link to only one custom object record in a custom object.
- D. A contact can link to more than one custom object record in a custom object.

Correct Answer: AD

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

QUESTION 5

You are creating a prompted report to be sent on a schedule by an Insight Agent.

What type of filter do you need to create? (Choose the best answer.)

- A. named filter
- B. inline filter
- C. prompted filter
- D. scheduled filter

Correct Answer: C

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Insight/Tasks/CreatingAgents.htm

QUESTION 6

Which data source is NOT possible as a Listener feeder in Program Canvas? (Choose the best answer.)

- A. pulling contacts into a program from a step in program builder
- B. pulling contacts into a program only when lead score decreases
- C. pulling contacts into a program when they respond to a campaign
- D. pulling contacts into a program when a contact field value changes
- E. pulling contacts into a program with unsubscribes in the last 24 hours

Correct Answer: A

QUESTION 7

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 8

Your client would like to hold contacts until they open an email, and then send another follow-up immediately after they open it. If the contacts do not open the email, they would like to wait two weeks and then send them to a different campaign.

How would you advise they configure this in the Campaign Canvas? (Choose the best answer.)

- A. Hold all contracts in a two-week step and then determine which action should occur next with a decision step of "Did contacts open email?".
- B. Send contacts to a Program Canvas in order to send a follow-up email and disable the Campaign Canvas.
- C. Send all Contacts to the email step and use Scheduling settings to determine when to send the email.
- D. Add an evaluation period on the decision step of "Did contacts open email?" with an evaluation period of two weeks.

Correct Answer: C

QUESTION 9

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 10

Which two CRM integrations now have an App Cloud based integration with Eloqua? (Choose two.)

- A. Oracle CX Sales
- B. Salesforce
- C. Oracle OnDemand
- D. Siebel OnPremise
- E. SAP
- F. Microsoft Dynamics 365

Correct Answer: AB

Reference: <https://www.relationshipone.com/blog/integrating-crm-with-oracle-eloqua/#:~:text=Native%20CRM%20Integrations,%2C%20Microsoft%20Dynamics%20and%20Salesforce.andtext=Salesforce%20and%20Oracle%20CX%20Sales,and%20a%20simpler%20user%20interface.>

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