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

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 3

Which is NOT a good use case for email groups?

A. managing different content types for email

B. supporting different organizations

C. limiting the frequency of emails

D. enabling Sales with custom Engage templates

Correct Answer: C

QUESTION 4

What does it mean when a contact has "No Status" for an email group status?

A. They have neither subscribed nor unsubscribed to that group and will receive emails of that type.

B. They were previously subscribed and have now unsubscribed to that group and will receive emails of that type.

C. They were previously subscribed and have now unsubscribed to that group and will not receive any emails of that type.

D. They have neither subscribed nor unsubscribed to that group and will not receive any emails of that type.

Correct Answer: D

QUESTION 5

Which three list types are uploaded as part of implementation? (Choose three.)

A. Geographic Regions

B. Hard Bouncebacks

C. Master Exclude Domains

D. Sales Owners

E. Unsubscribes

Correct Answer: BCE

QUESTION 6

Which four CRM integrations with Eloqua are supported? (Choose four.)

A. Salesforce

B. Oracle OnDemand

C. Oracle Sales Cloud

D. Microsoft Dynamics 365

E. SAP

F. Siebel OnPremise

Correct Answer: ABCD

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

QUESTION 7

Your client is building a Campaign Canvas and receiving a draft error of "Campaign Contact re-entry Error".

Why are they receiving this error?

A. Contacts are never allowed to enter the campaign more than once, even if they appear in the segment again.

B. The "Allow contracts to enter the campaign more than once" setting and the "Add members regularly until campaign is deactivated" segment option have been selected.

C. Contacts are appearing in multiple segment blocks in the segment, and the system has added the contact more than once because they qualified in multiple filters.

D. The "Allow contacts to enter the campaign more than once" setting has been selected, but contacts in the segment do not qualify to enter the campaign.

Correct Answer: B

Reference: https://community.oracle.com/thread/4209660

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

On which domain in an Eloqua email is Domain Key Identified (DKIM) signing performed?

A. "To" email address

B. Subsite domain

C. "Reply-To" email address

D. User email address

E. "From" email address

Correct Answer: E

QUESTION 10

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 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

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 13

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 14

Which scenario would require a custom subscription management page?

A. managing contact-level security

B. managing multiple brand identities

C. enabling sales tools

D. ongoing data cleansing

Correct Answer: B

QUESTION 15

Which two are examples of implementation workbooks? (Choose two.)

A. Lead Scoring workbook

B. Subscription Management workbook

C. Security Settings workbook

D. Branding and Deliverability workbook

E. Current Asset and Campaign workbook

Correct Answer: DE

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