

**100%** Money Back  
**Guarantee**

**Vendor:**Oracle

**Exam Code:**1Z0-340-20

**Exam Name:**Oracle Eloqua CX Marketing 2020  
Implementation Essentials

**Version:**Demo

### QUESTION 1

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

- A. Personalized From Line
- B. Email Tracking
- C. Email Group
- D. Preview Text
- E. Subject Line

Correct Answer: CE

Reference: [https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/pdf/OracleEloqua\\_Emails\\_UserGuide.pdf](https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/pdf/OracleEloqua_Emails_UserGuide.pdf)

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### QUESTION 2

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

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### QUESTION 3

Which statement is true regarding Vanity URLs used on Eloqua landing pages? (Choose the best answer.)

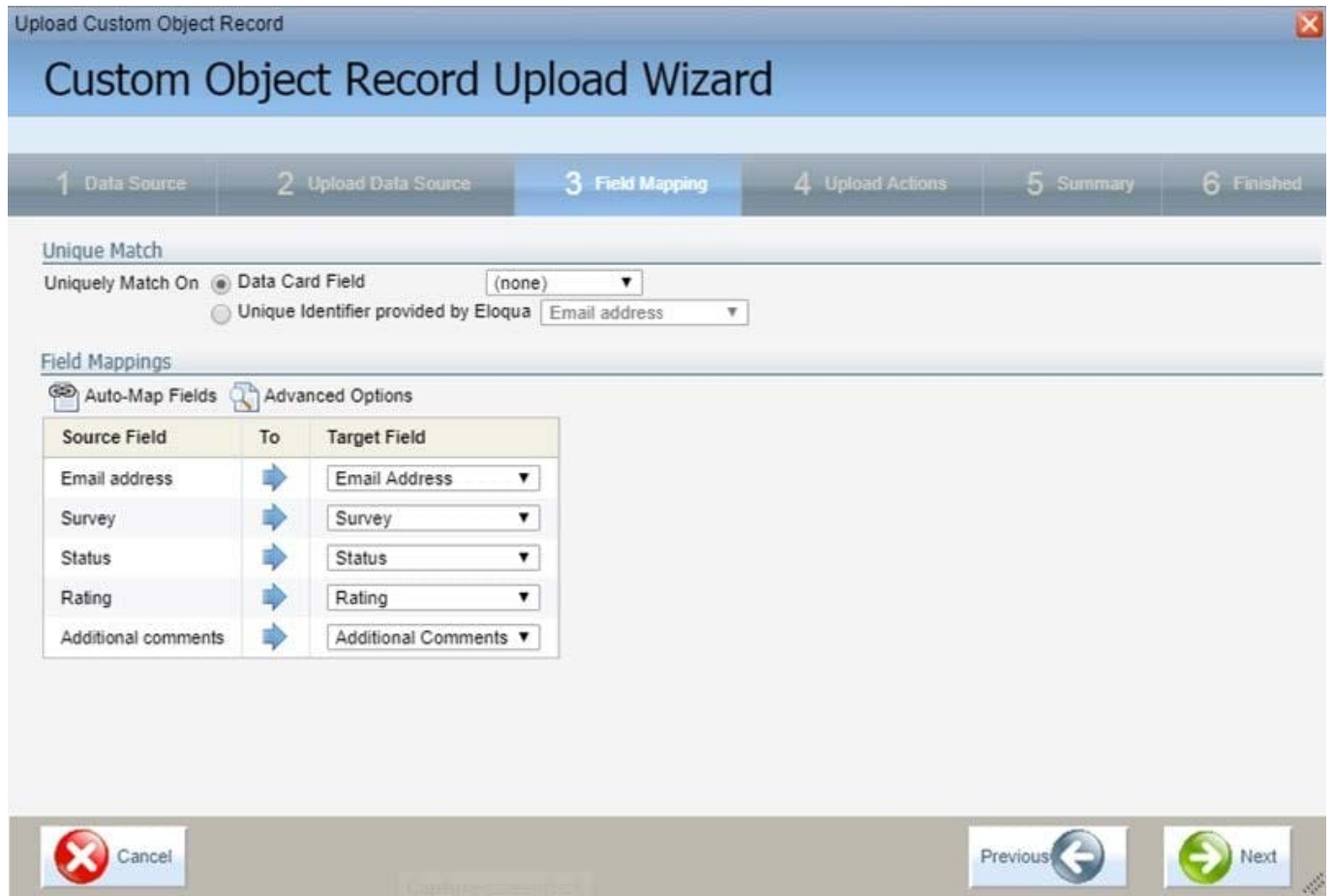
- A. If you do not use a Vanity URL, the Eloqua landing page will have a draft error.
- B. A Vanity URL must be unique in order to publish an Eloqua landing page.
- C. A Vanity URL must be the exact value as the Eloqua landing page asset name.
- D. A Vanity URL is mandatory in order to publish an Eloqua landing page.

Correct Answer: B

Reference: [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/LandingPages/Tasks/](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/LandingPages/Tasks/)

**QUESTION 4**

When adding new custom object records, you upload a CVS file and leave "Uniquely Match on" data card set to (none). What is the expected behavior? (Choose the best answer.)



- A. It will cause an error alert when you attempt to click "Finish" on the upload.
- B. It will create possible duplicate custom object records.
- C. It will cause the custom object records NOT to map upon upload.
- D. It will have the system default to uniquely matching on email address.

Correct Answer: B

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**QUESTION 5**

You have activated a new program on the Program Canvas to time stamp the "Most Recent Event Attendance" date field for event attendees. A segment has been created to pull in recent event attendees into the program. Upon review, you notice that the event attendees for a particular event are entering the program every day and being restamped.

What is the cause for this? (Choose the best answer.)

- A. The Listener was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).
- B. The "Allow contacts to enter the program more than once" check box was selected upon activation.
- C. The Re-evaluation Frequency was not set upon activation and so it defaulted to 1 Day(s).
- D. The segment was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).

Correct Answer: A

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#### **QUESTION 6**

You need to ensure that customers receive critical notices related to their purchase. How should this be handled? (Choose the best answer.)

- A. With an Email Group that is not displayed on the preference center
- B. With a program that re-subscribes customers who have unsubscribed from emails
- C. With Contact Level Security applied to those contacts
- D. With default asset permissions applied to those emails

Correct Answer: C

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#### **QUESTION 7**



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:**  
 

**Default Email Header:**  
 ▼ 

**Default Email Footer:**  
 ▼ 

**Subscribe Confirmation Page:**  
 ▼  

**Unsubscribe Confirmation Page:**  
 ▼  

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 8

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

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### QUESTION 9

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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### QUESTION 10

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

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#### **QUESTION 11**

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

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#### **QUESTION 12**

Which Default Update Logic would you choose if the client would like the Salesperson contact field to be updated even if the new value is blank? (Choose the best answer.)

- A. update if new value is not blank
- B. update if new email address
- C. always update
- D. update if blank

Correct Answer: D

Reference: [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/ContactFields/Tasks/CreatingContactFields.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ContactFields/Tasks/CreatingContactFields.htm)