



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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

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 2

Your client wants to send a notification email to the assigned sales representative of the contact submitting the form. Contacts have one of 2,000 possible sales representatives' names assigned to them within the Salesperson contact field.

How do you configure this? (Choose the best answer.)

- A. Send form submitter to a custom object that has a data services step to direct the newly created record to a Program Canvas to send emails.
- B. There is no functionality that currently exists in Eloqua to configure this solution, and your client would require custom coding.
- C. Send form submitter to a Campaign Canvas and send an email using a signature rule, where Salesperson is the key identifier.
- D. Create a picklist of sales representatives' email addresses and the corresponding Sales Rep contact field, and use the "Send Notification Email" processing step.

Correct Answer: D

QUESTION 3

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 4

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 5

You have a large list of opt-out requests that were collected via the corporate website before Eloqua was implemented.

Why is it important to upload those contacts using the import purpose of "Unsubscribe"? (Choose the best answer.)

- A. to ensure the email addresses are in the Unsubscribe table, but not in the Contact table
- B. to ensure the email addresses will not receive promotional emails, but that they still receive transactional emails
- C. to ensure the email addresses are added to the Excluded Domains
- D. to ensure the email addresses are added to the Master Exclude

Correct Answer: A

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