



# 1Z0-340-20<sup>Q&As</sup>

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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### QUESTION 1

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 2

Do emails sent by the "Send Submitter an Email" from processing step follow contact subscription preferences? (Choose the best answer.)

- A. These emails are considered transactional and will send if a contact is unsubscribed or on the Master Exclude list.
- B. These emails will send depending on the configuration set by the user on the "Send Submitter an Email" processing step.
- C. These emails follow contact subscription preferences and if a contact is marked as unsubscribe. they will not receive the email.
- D. These emails are considered transactional and will send if a contact is unsubscribed, but not to those on the Master Exclude list.

Correct Answer: B

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### QUESTION 3

The Eloqua Site ID is used in all tasks below except \_\_\_\_\_. (Choose the best answer.)

- A. determining the POD
- B. setting up form post urls
- C. setting up Eloqua tracking scripts
- D. configuring integration urls

Correct Answer: A

Reference: <https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/Administration/Tasks/VerifyingCompanyDefaultInformation.htm>

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#### QUESTION 4

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)

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#### QUESTION 5

Which statement is an accurate definition of a secure microsite? (Choose the best answer.)

- A. A secure microsite is used only when no sensitive data will be transmitted between the browser and the web server.
- B. A secure microsite uses SSL to encrypt the data that is passed between a visitor's browser and the web server.
- C. A secure microsite is only displayed after a contact submits an Eloqua form.
- D. All secure microsities require visitors to log in before they can view the site's content.

Correct Answer: B

Reference: <https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/Microsites/SecureMicrosites.htm>

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