



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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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### QUESTION 1

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.

The screenshot shows the 'Emails' configuration page in Oracle Eloqua. The 'Settings' tab is active. The configuration includes:

- 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:**  
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**

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: B

## QUESTION 2

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

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### QUESTION 3

Which two will Eloqua accept when uploading an email? (Choose two.)

- A. Microsoft Word Document
- B. PDF Document
- C. Zip File
- D. Text File
- E. HTML

Correct Answer: CE

Reference: [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/EmailEditing/HTMLEmail/CreatingNewEmailsByUploadingHTML.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EmailEditing/HTMLEmail/CreatingNewEmailsByUploadingHTML.htm)

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### QUESTION 4

After a Data Import has been created and saved, which two import settings can be modified? (Choose two.)

- A. Schedule
- B. Import Name
- C. Import Purpose
- D. Priority Source

Correct Answer: AD

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

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### QUESTION 5

What does Oracle Eloqua use to find the optimal time to send emails to each individual contact with the Send Time Optimization feature? (Choose the best answer.)

- A. historical open data
- B. average engagement rate



C. current click rate

D. anticipated open data

Correct Answer: A

Reference: <https://greg-staunton.com/eloqua-send-time-optimization>

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