



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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

After integrating an Eloqua form externally on a client's website, the form is NOT capturing submissions in Eloqua.

Which two causes of the issue with form integration? (Choose two.)

- A. The Eloqua form is active and the code has been integrated on another page on the client's website.
- B. "Must contain a valid number of characters" is set and the submitter is entering more characters on the webpage.
- C. The Eloqua form has a required field but the website is NOT reflecting that this field is required.
- D. A processing step has been updated on the form and the code has not been updated to reflect this on the client's website.

Correct Answer: AD

QUESTION 2

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

QUESTION 3

When uploading users into Eloqua who will only be used for dynamic signatures, which security group acronym must be used in the SecurityGroup column? (Choose the best answer.)

- A. DSIG
- B. SALE
- C. CADM
- D. EXEC

Correct Answer: D

QUESTION 4



Which feature is only available with the Premium Oracle Eloqua Branding and Deliverability package? (Choose the best answer.)

- A. Branded image and links
- B. Dedicated IP
- C. Dkim authentication
- D. Branded DNS
- E. Custom IP Routing

Correct Answer: E

Reference: <http://www.oracle.com/us/corporate/contracts/eloqua-service-descriptions-1958979.pdf> (17)

QUESTION 5

Which two scenarios are use cases for Program Builder? (Choose two.)

- A. Apply an External Activity to contacts entering the program.
- B. Send Batch Email to an email address listed within a custom object.
- C. Send Batch Email to a contact using a previously created Signature Rule.
- D. Feed contacts into a program based on Lead Score increases.

Correct Answer: BD

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