

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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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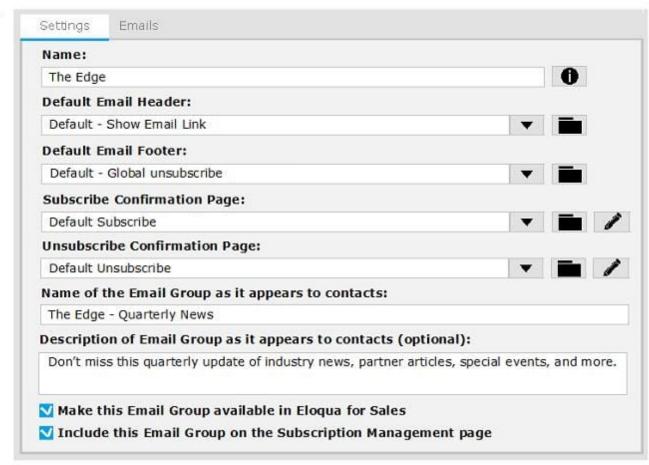


QUESTION 1

You are configuring a promotional email group for Marketing\\'s subscriber-based quarterly newsletter called "The Edge".

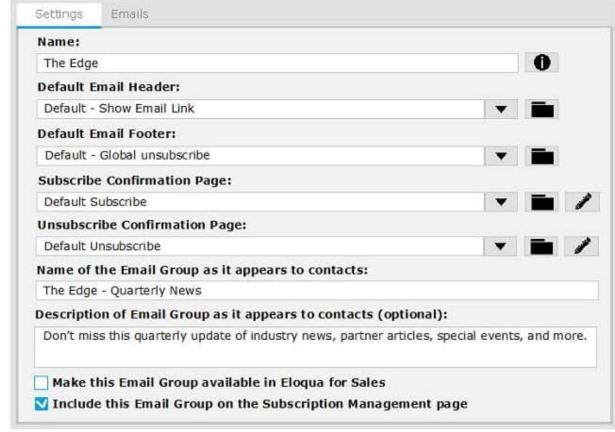
How should you configure this email group? (Choose the best answer.)



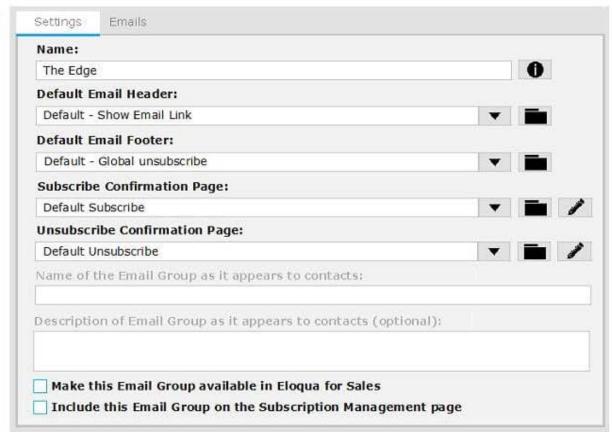




B.



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

- 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.

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- 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

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

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

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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