



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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

Which two are use cases for using Data Import and Export features? (Choose two.)

- A. a scheduled import of external data to Contacts or Accounts
- B. a scheduled export of Custom Object data
- C. a scheduled export of Activity data
- D. a scheduled import of external data to a Custom Object

Correct Answer: AC

QUESTION 2

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

QUESTION 3

You need to ensure that customers receive critical notices related to their purchase. How should this be handled? (Choose the best answer.)

- A. With an Email Group that is not displayed on the preference center
- B. With a program that re-subscribes customers who have unsubscribed from emails
- C. With Contact Level Security applied to those contacts
- D. With default asset permissions applied to those emails

Correct Answer: C

QUESTION 4

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 5

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

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