



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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

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

QUESTION 2

Which two frequency options are NOT available in the drop down when creating Agents? (Choose two.)

- A. Monthly
- B. Weekly
- C. Once
- D. Quarterly
- E. Bi-Weekly
- F. Daily
- G. Never

Correct Answer: DE

Reference: https://www.youtube.com/watch?v=tt2An45P_7g

QUESTION 3

Given this segment, which two contacts will be included? (Choose two.)



- A. A contact in New York who clicked an email one time and submitted a form one time 14 days ago.
- B. A contact in California who submitted 2 forms 1 week ago.
- C. A contact in California who submitted a form one time 7 days ago.
- D. A contact in New York who opened an email 1 week ago.
- E. A contact in California who clicked an email one time and submitted a form one time 45 days ago.

Correct Answer: AD

QUESTION 4

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.

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**



B.

Settings

Emails

Name:

Default Email Header:

Default Email Footer:

Subscribe Confirmation Page:

Unsubscribe Confirmation Page:

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**

C.

Settings

Emails

Name:

Default Email Header:

Default Email Footer:

Subscribe Confirmation Page:

Unsubscribe Confirmation Page:

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:

Default Email Header:

▼

Default Email Footer:

▼

Subscribe Confirmation Page:

▼

Unsubscribe Confirmation Page:

▼

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 5

In what order you put these steps when making a template available in Engage? (Choose the best answer.)

1.

Assign the email to the email group that you enabled for sales.

2.

Enable the Sales Users security group to have access to the email group.

3.



Decide which existing or new email group will be available in Engage.

4.

Create a new email.

5.

Enable sales users to have access to the email.

6.

Select the Make This Email Group Available in Eloqua for Sales check box.

A. 2, 5, 1, 3, 4, 6

B. 1, 2, 3, 4, 5, 6

C. 6, 5, 4, 3, 2, 1

D. 3, 6, 2, 4, 1, 5

E. 3, 4, 1, 2, 5, 6

Correct Answer: D

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Engage/Tasks/MakingTemplateAvailableInEngage.htm

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