



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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

If a contact's profile information stays the same and they are NOT active, which Lead Score change could occur? (Choose the best answer.)

- A. A4 to D4
- B. B1 to C3
- C. C3 to C4
- D. A2 to C1

Correct Answer: A

QUESTION 2

Which two are use cases for using a custom data object? (Choose two.)

- A. linking custom data objects to visitors
- B. linking custom data objects to contacts
- C. linking custom data objects to each other
- D. linking custom data objects to accounts

Correct Answer: BD

Reference: <https://www.relationshipone.com/blog/tool-tip-oracle-eloqua-custom-objects/>

QUESTION 3

Which three list types are uploaded during Eloqua implementation? (Choose three.)

- A. Geographic Regions
- B. Sales Owners
- C. Master Exclude Domains
- D. Unsubscribers
- E. Hard Bouncebacks

Correct Answer: CDE

Reference: https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/pdf/OracleEloqua_Contacts_UserGuide.pdf



QUESTION 4

When performing Email Marketing configuration, which two items should be provided? (Choose two.)

- A. lists of bouncebacks, unsubscribes, contacts not in CRM and competitor domains
- B. list of processing steps after a form is submitted
- C. list of additional websites to track
- D. a subscription management option

Correct Answer: BD

QUESTION 5

Which Default Update Logic would you choose if the client would like the Salesperson contact field to be updated even if the new value is blank? (Choose the best answer.)

- A. update if new value is not blank
- B. update if new email address
- C. always update
- D. update if blank

Correct Answer: D

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ContactFields/Tasks/CreatingContactFields.htm

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