



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 statements are true about the relationship between contacts and custom objects records in Eloqua? (Choose two.)

- A. A custom object record in a custom object can only link to one contact.
- B. Many contacts can link to the same custom object record in a custom object.
- C. A contact can link to only one custom object record in a custom object.
- D. A contact can link to more than one custom object record in a custom object.

Correct Answer: AD

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/CustomObjects/CustomObjects.htm

QUESTION 3

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 4



You have activated a new program on the Program Canvas to time stamp the "Most Recent Event Attendance" date field for event attendees. A segment has been created to pull in recent event attendees into the program. Upon review, you notice that the event attendees for a particular event are entering the program every day and being restamped.

What is the cause for this? (Choose the best answer.)

- A. The Listener was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).
- B. The "Allow contacts to enter the program more than once" check box was selected upon activation.
- C. The Re-evaluation Frequency was not set upon activation and so it defaulted to 1 Day(s).
- D. The segment was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).

Correct Answer: A

QUESTION 5

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

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