



# 1Z0-340-20<sup>Q&As</sup>

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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### QUESTION 1

Which two CRM integrations now have an App Cloud based integration with Eloqua? (Choose two.)

- A. Oracle CX Sales
- B. Salesforce
- C. Oracle OnDemand
- D. Siebel OnPremise
- E. SAP
- F. Microsoft Dynamics 365

Correct Answer: AB

Reference: [https://www.relationshipone.com/blog/integrating-crm-with-oracle-eloqua/#:~:text=Native%20CRM%20Integrations,\)%2C%20Microsoft%20Dynamics%20and%20Salesforce.andtext=Salesforce%20and%20Oracle%20CX%20Sales,and%20a%20simpler%20user%20interface.](https://www.relationshipone.com/blog/integrating-crm-with-oracle-eloqua/#:~:text=Native%20CRM%20Integrations,)%2C%20Microsoft%20Dynamics%20and%20Salesforce.andtext=Salesforce%20and%20Oracle%20CX%20Sales,and%20a%20simpler%20user%20interface.)

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### QUESTION 2

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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### QUESTION 3

Based on the criteria in the Segment Step and Campaign Settings below, when will Contacts be triggered to enter this campaign? (Choose the best answer.)



**Step name:**  
Segment Members

**Choose a segment to create a new one:**  
SmartStart Example

**Choose when to add segment members to the campaign:**

- ☐ Add members once when the campaign is first activated.
- ☒ Add members regularly until campaign is deactivated.

**Re-evaluation Frequency** 1 Hour(s)

**Campaign Settings**

**Description**  
No Description

**Campaign start date**

- ☒ Immediately
- ☐ Choose [Calendar Icon] [Time Picker] PM

(UTC-05:00) Eastern Time (US & Canada)

**Campaign end date**

- ☐ 1 month
- ☐ 3 months
- ☐ 6 months
- ☐ 1 year
- ☒ Custom Date [Choose] [Calendar Icon]

**Advanced**

**Contact campaign re-entry**

- ☐ Allow contacts to enter the campaign more than once.

**CRM**

- ☒ Sync with CRM

**CRM Campaign ID**

- A. only when the campaign is first activated, even if they have been in the campaign before
- B. during the hourly segment evaluation, and if they have NOT been in the campaign before
- C. during the hourly segment evaluation, even if they have been in the campaign before
- D. only when the campaign is first activated and they have NOT been in the campaign before

Correct Answer: B

Reference: [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/GettingStartedTutorials/SegmentTutorial/Step2AddSegmentToCampaign.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/GettingStartedTutorials/SegmentTutorial/Step2AddSegmentToCampaign.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](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Apps/SalesforceApp/Tasks/CreatingImports.htm)



### QUESTION 5

Which three are required to successfully integrate an externally hosted form into a client's website? (Choose three.)

- A. at least one check box field on the form
- B. form HTML
- C. tracking script HTML, including required hidden fields
- D. post URL action
- E. a list of all processing steps on the Eloqua form

Correct Answer: BCD

Reference: <https://community.oracle.com/community/topliners/do-it/blog/2012/04/17/how-to-repost-anexternally-hosted-form-to-eloqua>

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