



1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

When will contacts meeting the segment criteria in the image below be added to this campaign?

The image shows two screenshots from the Oracle Campaign Manager interface. The left screenshot shows the 'Step name' field set to 'Segment Members'. Below it, there's a section 'Choose when to add segment members to the campaign:' with two radio button options: 'Add members once when the campaign is first activated.' (unselected) and 'Add members regularly until campaign is deactivated.' (selected). At the bottom, 'Re-evaluation Frequency' is set to '1' hour(s). The right screenshot shows the 'Campaign Settings' dialog. Under 'Campaign Start Date', 'Immediately' is selected. Under 'Campaign end date', 'Custom Date' is selected. In the 'Advanced' section, 'Sync with CRM' is checked, and 'CRM Campaign ID' is empty.

- 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

QUESTION 2

You need to ensure that two different Field Marketing teams in different lines of business can only see their own emails by default.

Which setting do you use to configure this?

- A. Email Defaults



- B. Advanced Marketing User Security Group
- C. Contact Level Security
- D. Security Group Default Asset Permission

Correct Answer: D

QUESTION 3

Which two features does the Eloqua landing page Design Editor provide for forms? (Choose two.)

- A. From fields, picklist values, prepopulation, and validation rules are configured in the Design Editor after adding the form to the Landing page.
- B. Existing Eloqua forms brought into the responsive editor will be automatically responsive.
- C. The form's styling, such as field spacing and background color, can be customized in the Design Editor to match your landing page.
- D. The Design Editor allows users to configure forms with an upload feature for contacts to upload files when submitting a form.

Correct Answer: BC

QUESTION 4

Which is considered a transactional email?

- A. an offer from a partner
- B. an announcement from the CEO
- C. an exclusive upgrade for existing customers
- D. an update to your customer privacy policy

Correct Answer: D

QUESTION 5

If a contact's profile information stays the same and they are NOT active, which Lead Score change could occur?

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



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Correct Answer: A

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