1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

An integration updates a custom data object that uniquely maps to contacts within Eloqua using an email address. When net-new contacts are created via the integration, the contact is created with the accurate field values. However, subsequent updates to mapped fields of the custom object records are NOT reflected on the contact.

What is the cause of this?

A. You cannot update field values on the contact table from a custom object record.

B. The "Save to Contact Table" processing step within record services is NOT enabled.

C. The "Update Existing Record or Data Object" processing step within services is NOT enabled.

D. The field mapping within the custom object is configured incorrectly.

Correct Answer: D

QUESTION 2

Which is NOT possible within Program Builder?

A. Send an email to an email address within a custom object record.

B. Move contacts to a Listener Step within a Program Canvas.

C. Assign ownership of a contract randomly through a round robin assignment.

D. Add a re-evaluation frequency to a "No" path of every 10 minutes for one week.

Correct Answer: C

QUESTION 3

Which two are valid Data Export options? (Choose two.)

A. Export Campaign data

B. Export to an Eloqua FTP server

C. Export a compressed zip file

D. Export only records changed since last run

Correct Answer: AD

QUESTION 4

In which scenario would it NOT be possible to build a segment?

A. all contacts that were sent an email in the past 30 days with a Lead Score of either A1 or B1

B. all contacts that have experienced an error during CRM integration

C. all contacts with an invalid email address that are part of the Account for ACME Corporation

D. all contacts who registered for an event in the past 90 days

Correct Answer: C

QUESTION 5

Which four CRM integrations with Eloqua are supported? (Choose four.)

A. Salesforce

B. Oracle OnDemand

C. Oracle Sales Cloud

D. Microsoft Dynamics 365

E. SAP

F. Siebel OnPremise

Correct Answer: ABCD

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

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