



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

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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#### QUESTION 1

Which client-requested scenario is NOT possible to configure natively within an Update Rule in Eloqua?

- A. the contact\\'s Job Role contact field with the value listed in the Role field of a linked custom object record
- B. the contract\\'s Job Role contact field with the value listed within the contact\\'s Title field
- C. the contract\\'s Job Role contact field with the value matched to the Contact\\'s Title field within a lookup table
- D. the contact\\'s Job Role contact field with a static value based on the value within their Title field

Correct Answer: D

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#### QUESTION 2

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

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#### QUESTION 3

How do you define a sender\\'s mailing IP reputation?

- A. a score based on how many people "liked" the sender on Facebook and clicked through to the landing page
- B. the number of email recipients that do NOT unsubscribe from emails and update their email preferences
- C. a measure of the sender\\'s mailing deliverability, based on complaints, blacklisting, bouncebacks, and spam traps
- D. the value put on the email recipients\\' well-received comments from the message content

Correct Answer: C

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#### QUESTION 4

Which three items are key deliverables of SmartStart? (Choose three.)

- A. API integration to a client\\'s external data source
- B. implementation and testing of web tracking scripts



C. selection and configuration of an email subscription management option

D. Eloqua user setup

E. setup of a client's first production campaign

Correct Answer: BCD

Reference <https://www.oracle.com/webfolder/media/eloqua/documents/SmartStartStandard.pdf>

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#### QUESTION 5

Which two are examples of implementation workbooks? (Choose two.)

A. Lead Scoring workbook

B. Subscription Management workbook

C. Security Settings workbook

D. Branding and Deliverability workbook

E. Current Asset and Campaign workbook

Correct Answer: DE

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