

1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which two scenarios are use cases for Program Builder? (Choose two.)

- A. Send Batch Email to a contact using a previously created Signature Rule.
- B. Feed contacts into a program based on Lead Score increases.
- C. Apply an External Activity to contacts entering the program.
- D. Send Batch Email to an email address listed within a custom object.

Correct Answer: BD

QUESTION 2

Which is NOT considered a standard data object in Eloqua?

- A. Opportunities
- B. Accounts
- C. Contacts
- D. Leads

Correct Answer: A

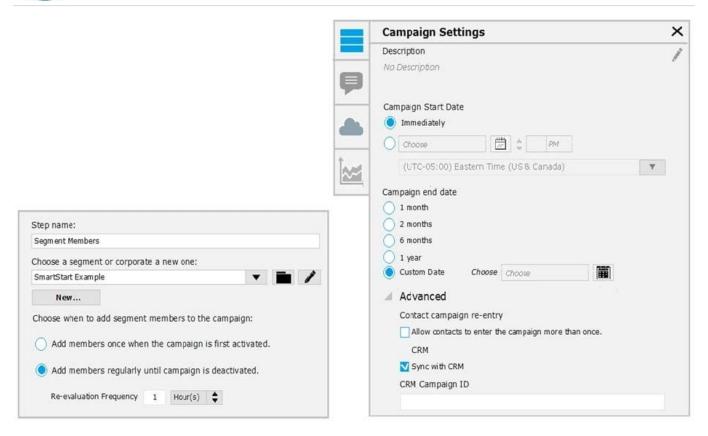
QUESTION 3

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



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- 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 4

Which action does Strict Mode Tracking enable?

- A. It filters out select IP addresses from being tracked within Eloqua.
- B. It ties the email activity of the recipient with their contact profile by creating a unique Eloqua recipient ID.
- C. It allows clients to control whether visitors in certain countries or all visitors need to opt in to website tracking.
- D. It tracks email opens via a tracking pixel placed on all emails sent out of Eloqua.

Correct Answer: C

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



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Eloqua A synchronous Tracking Scripts/Tasks/Strict Mode Tracking. htm

QUESTION 5

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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