



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?



Step name:
Segment Members

Choose a segment or corporate a new one:
SmartStart Example

New...

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

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

Campaign end date
☐ 1 month
☐ 2 months
☐ 6 months
☐ 1 year
☒ Custom Date

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

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/



EloquaAsynchronousTrackingScripts/Tasks/StrictModeTracking.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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