



1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which two frequency options are NOT available in the drop down when creating Agents?

- A. Once
- B. Monthly
- C. Bi-Weekly
- D. Weekly
- E. Never
- F. Daily
- G. Quarterly

Correct Answer: CG

Reference: https://www.youtube.com/watch?v=tt2An45P_7g

QUESTION 2

Which three are examples of data sources for Listener feeders in Program Canvas? (Choose three.)

- A. pulling contacts into a program when a contact is created
- B. pulling contacts into a program that opened a specific email at least three times
- C. pulling contacts into a program when they respond to a campaign
- D. pulling contacts into a program when their lead score changes
- E. pulling contacts into a program with unsubscribes in the last 24 hours

Correct Answer: CDE

Reference: <https://www.relationshipone.com/blog/tool-tip-oracle-eloqua-program-canvas/>

QUESTION 3

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 4

Which two are use cases for using a custom data object? (Choose two.)

- A. linking custom data objects to visitors
- B. linking custom data objects to contacts
- C. linking custom data objects to each other
- D. linking custom data objects to accounts

Correct Answer: BD

Reference: <https://www.relationshipone.com/blog/tool-tip-oracle-eloqua-custom-objects/>

QUESTION 5

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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