1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which statement is NOT true about first-party and third-party cookies?

A. First-party cookies identify you as a returning user to the site and help personalize your browsing experience.

B. A first-party cookie is a cookie that has a domain that is the same as the domain being visited.

C. A third-party cookie is a cookie that has a domain that is different from the domain being visited.

D. First-party cookies are being blocked by anti-spyware applications, browsers, and default privacy settings.

Correct Answer: D

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

QUESTION 2

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

QUESTION 3

Your client would like to hold contacts until they open an email, and then send another follow-up immediately after they open it. If the contacts do not open the email, they would like to wait two weeks and then send them to a different campaign.

How would you advise they configure this in the Campaign Canvas?

A. Hold all contracts in a two-week step and then determine which action should occur next with a decision step of "Did contacts open email?".

B. Send contacts to a Program Canvas in order to send a follow-up email and disable the Campaign Canvas.

C. Send all Contacts to the email step and use Scheduling settings to determine when to send the email.

D. Add an evaluation period on the decision step of "Did contacts open email?" with an evaluation period of two weeks.

Correct Answer: C

QUESTION 4

Which Default Update Logic would you choose if the client would like the Salesperson contact field to be updated even if the new value is blank?

A. update if new value is not blank

B. update if blank

C. always update

D. update if new email address

Correct Answer: B

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ContactFields/Tasks/CreatingContactFields.htm

QUESTION 5

Which three list types are uploaded as part of implementation? (Choose three.)

A. Geographic Regions

B. Hard Bouncebacks

C. Master Exclude Domains

D. Sales Owners

E. Unsubscribes

Correct Answer: BCE

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