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Oracle Eloqua CX Marketing 2020 Implementation Essentials

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Version Demo

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QUESTION NO: 1

Which three Segments are possible to build? (Choose three.)

- 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 from an event from three years ago
- 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
- E. all contacts that have successfully completed the "Update Contacts" CRM action step in the last day

ANSWER: C D E

QUESTION NO: 2

Which two are valid Data Export options? (Choose two.)

- A. Export only records changed since last run
- B. Export a compressed zip file
- C. Export to an Eloqua FTP server
- D. Export Campaign data

ANSWER: A D

QUESTION NO: 3

Your client is building a Campaign Canvas and receiving a draft error of "Campaign Contact Re-entry Error".

Why are they receiving this error? (Choose the best answer.)

- A. Contacts are never allowed to enter the campaign more than once, even if they appear in the segment again.
- B. The "Allow contracts to enter the campaign more than once" setting and the "Add members regularly until campaign is deactivated" segment option have been selected.
- C. Contacts are appearing in multiple segment blocks in the segment, and the system has added the contact more than once because they qualified in multiple filters.

D. The “Allow contacts to enter the campaign more than once” setting has been selected, but contacts in the segment do not qualify to enter the campaign.

ANSWER: B

Explanation:

Reference: <https://community.oracle.com/thread/4209660>

QUESTION NO: 4

Do emails sent by the “Send Submitter an Email” from processing step follow contact subscription preferences? (Choose the best answer.)

- A. These emails are considered transactional and will send if a contact is unsubscribed or on the Master Exclude list.
- B. These emails will send depending on the configuration set by the user on the “Send Submitter an Email” processing step.
- C. These emails follow contact subscription preferences and if a contact is marked as unsubscribe. they will not receive the email.
- D. These emails are considered transactional and will send if a contact is unsubscribed, but not to those on the Master Exclude list.

ANSWER: B

QUESTION NO: 5

You need to ensure that customers receive critical notices related to their purchase. How should this be handled? (Choose the best answer.)

- A. With an Email Group that is not displayed on the preference center
- B. With a program that re-subscribes customers who have unsubscribed from emails
- C. With Contact Level Security applied to those contacts
- D. With default asset permissions applied to those emails

ANSWER: C

QUESTION NO: 6

Which two frequency options are NOT available in the drop down when creating Agents? (Choose two.)

- A. Monthly

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

ANSWER: D E

Explanation:

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

QUESTION NO: 7

After a Data Import has been created and saved, which two import settings can be modified? (Choose two.)

- A. Schedule
- B. Import Name
- C. Import Purpose
- D. Priority Source

ANSWER: A D

Explanation:

Reference:
https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Apps/SalesforceApp/Tasks/CreatingImports.htm

QUESTION NO: 8

It is 7:00 PM and you notice you have received numerous error notification emails regarding the Import of Leads into Eloqua between the hours of 3:00 PM and 5:00 PM, no error notifications have been received since 5:00 PM and the integration has been running successfully since 5:00 PM.

Which statement is true? (Choose the best answer.)

- A. The lead Import needs to be manually run for the hours between 3:00 PM and 5:00 PM.
- B. Disable and enable the Contact import and rerun the Account Import.
- C. All leads have been imported since the last successful upload.

D. Create another Lead import to specifically import those records between 3:00 PM and 5:00 PM.

ANSWER: D

QUESTION NO: 9

The Eloqua Site ID is used in all tasks below except _____. (Choose the best answer.)

- A. determining the POD
- B. setting up form post urls
- C. setting up Eloqua tracking scripts
- D. configuring integration urls

ANSWER: A

Explanation:

Reference: <https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/Administration/Tasks/VerifyingCompanyDefaultInformation.htm>

QUESTION NO: 10

A contact has multiple values populated within the "Interest Area" multiselect field in Eloqua. However, when you go to the contact record, no values are highlighted.

Which two are reasons for this? (Choose two.)

- A. The values populated are lowercase, whereas the values within the picklist are proper case.
- B. The values are correct but they are delimited with a comma,
- C. The values are correct but they are delimited with a double colon ::
- D. The values populated do NOT match the values within the picklist.

ANSWER: B D