

# 1Z0-340-20<sup>Q&As</sup>

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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#### QUESTION 1

Which two statements are true about the relationship between contacts and custom objects records in Eloqua? (Choose two.)

- A. A custom object record in a custom object can only link to one contact.
- B. Many contacts can link to the same custom object record in a custom object.
- C. A contact can link to only one custom object record in a custom object.
- D. A contact can link to more than one custom object record in a custom object.

Correct Answer: AD

Reference: [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/CustomObjects/CustomObjects.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/CustomObjects/CustomObjects.htm)

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#### QUESTION 2

Which is NOT a good use case for email groups? (Choose the best answer.)

- A. limiting the frequency of emails
- B. supporting different organizations
- C. managing different content types for email
- D. enabling Sales with custom Engage templates

Correct Answer: A

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#### QUESTION 3

Which data source is NOT possible as a Listener feeder in Program Canvas? (Choose the best answer.)

- A. pulling contacts into a program from a step in program builder
- B. pulling contacts into a program only when lead score decreases
- C. pulling contacts into a program when they respond to a campaign
- D. pulling contacts into a program when a contact field value changes
- E. pulling contacts into a program with unsubscribes in the last 24 hours

Correct Answer: A

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#### QUESTION 4

Which scenario would require a custom subscription management page? (Choose the best answer.)

- A. managing contact-level security
- B. managing multiple brand identities
- C. ongoing data cleansing
- D. enabling sales tools

Correct Answer: B

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#### QUESTION 5

Which statement is an accurate definition of a secure microsite? (Choose the best answer.)

- A. A secure microsite is used only when no sensitive data will be transmitted between the browser and the web server.
- B. A secure microsite uses SSL to encrypt the data that is passed between a visitor's browser and the web server.
- C. A secure microsite is only displayed after a contact submits an Eloqua form.
- D. All secure microsites require visitors to log in before they can view the site's content.

Correct Answer: B

Reference: <https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/Help/Microsites/SecureMicrosites.htm>

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