

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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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**QUESTION 1**

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

Correct Answer: AD

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**QUESTION 2**

You are creating a prompted report to be sent on a schedule by an Insight Agent.

What type of filter do you need to create? (Choose the best answer.)

- A. named filter
- B. inline filter
- C. prompted filter
- D. scheduled filter

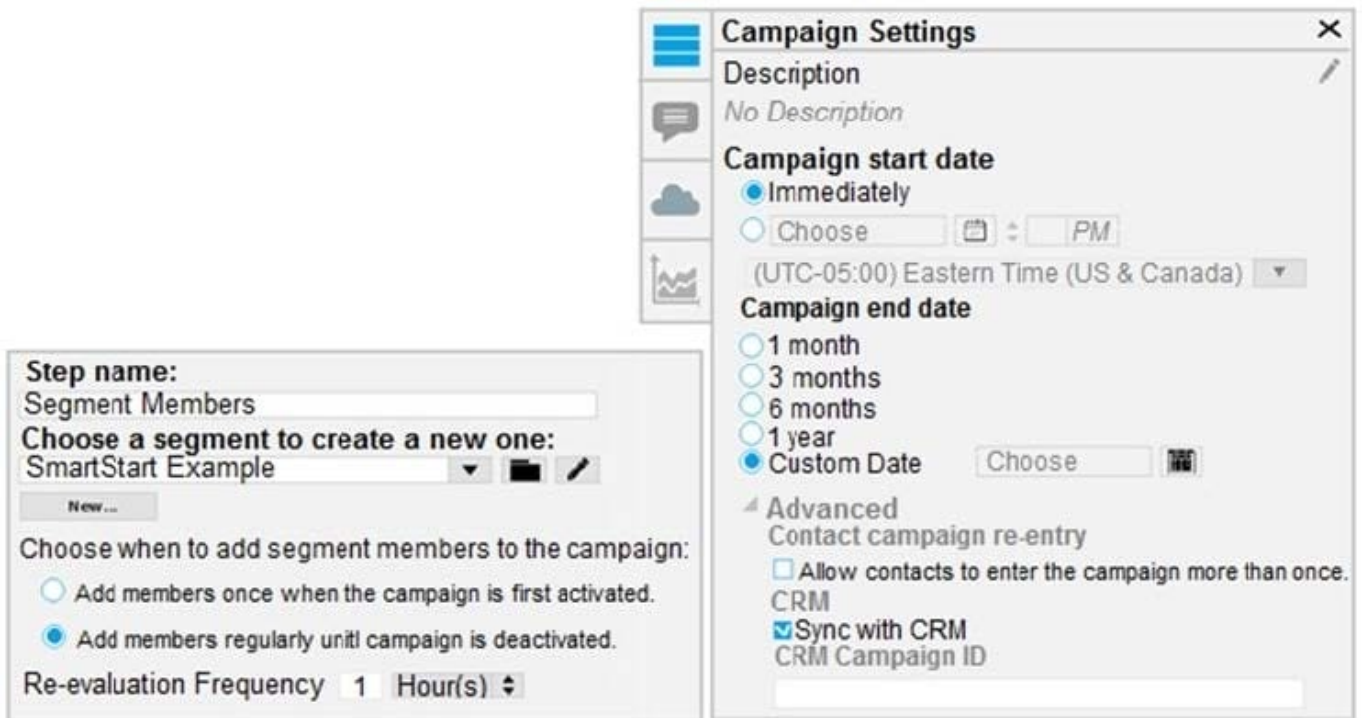
Correct Answer: C

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

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**QUESTION 3**

Based on the criteria in the Segment Step and Campaign Settings below, when will Contacts be triggered to enter this campaign? (Choose the best answer.)



- 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](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/GettingStartedTutorials/SegmentTutorial/Step2AddSegmentToCampaign.htm)

#### QUESTION 4

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.

Correct Answer: BD

**QUESTION 5**

Which action does Strict Mode Tracking enable? (Choose the best answer.)

- 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](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EloquaAsynchronousTrackingScripts/Tasks/StrictModeTracking.htm)

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