

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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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**QUESTION 1**

Which is considered a transactional email? (Choose the best answer.)

- A. an announcement from the CEO
- B. an exclusive upgrade for existing customers
- C. an offer from a partner
- D. an update to your customer privacy policy

Correct Answer: D

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**QUESTION 2**

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

Correct Answer: A

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

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**QUESTION 3**

Which three list types are uploaded during Eloqua implementation? (Choose three.)

- A. Geographic Regions
- B. Sales Owners
- C. Master Exclude Domains
- D. Unsubscribers
- E. Hard Bouncebacks

Correct Answer: CDE

Reference: [https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/pdf/OracleEloqua\\_Contacts\\_UserGuide.pdf](https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/pdf/OracleEloqua_Contacts_UserGuide.pdf)

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**QUESTION 4**

Which two scenarios are use cases for Program Builder? (Choose two.)

- A. Apply an External Activity to contacts entering the program.
- B. Send Batch Email to an email address listed within a custom object.
- C. Send Batch Email to a contact using a previously created Signature Rule.
- D. Feed contacts into a program based on Lead Score increases.

Correct Answer: BD

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**QUESTION 5**

After integrating an Eloqua form externally on a client's website, the form is NOT capturing submissions in Eloqua.

Which two causes of the issue with form integration? (Choose two.)

- A. The Eloqua form is active and the code has been integrated on another page on the client's website.
- B. "Must contain a valid number of characters" is set and the submitter is entering more characters on the webpage.
- C. The Eloqua form has a required field but the website is NOT reflecting that this field is required.
- D. A processing step has been updated on the form and the code has not been updated to reflect this on the client's website.

Correct Answer: AD

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