

1Z0-340-20^{Q&As}

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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QUESTION 1

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

Correct Answer: AD

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

QUESTION 2

Which two CRM integrations now have an App Cloud based integration with Eloqua? (Choose two.)

- A. Oracle CX Sales
- B. Salesforce
- C. Oracle OnDemand
- D. Siebel OnPremise
- E. SAP
- F. Microsoft Dynamics 365

Correct Answer: AB

Reference: <https://www.relationshipone.com/blog/integrating-crm-with-oracle-eloqua/#:~:text=Native%20CRM%20Integrations,%2C%20Microsoft%20Dynamics%20and%20Salesforce.andtext=Salesforce%20and%20Oracle%20CX%20Sales,and%20a%20simpler%20user%20interface.>

QUESTION 3

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.

Correct Answer: B

QUESTION 4

If a contact's profile information stays the same and they are NOT active, which Lead Score change could occur? (Choose the best answer.)

- A. A4 to D4
- B. B1 to C3
- C. C3 to C4
- D. A2 to C1

Correct Answer: A

QUESTION 5

Which feature is only available with the Premium Oracle Eloqua Branding and Deliverability package? (Choose the best answer.)

- A. Branded image and links
- B. Dedicated IP
- C. Dkim authentication
- D. Branded DNS
- E. Custom IP Routing

Correct Answer: E

Reference: <http://www.oracle.com/us/corporate/contracts/eloqua-service-descriptions-1958979.pdf> (17)

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