

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

Oracle Eloqua CX Marketing 2020 Implementation Essentials

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### QUESTION 1

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.

Correct Answer: B

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

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### QUESTION 2

What does Oracle Eloqua use to find the optimal time to send emails to each individual contact with the Send Time Optimization feature? (Choose the best answer.)

- A. historical open data
- B. average engagement rate
- C. current click rate
- D. anticipated open data

Correct Answer: A

Reference: <https://greg-staunton.com/eloqua-send-time-optimization>

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### QUESTION 3

Which two are use cases for using a custom data object? (Choose two.)

- A. linking custom data objects to visitors
- B. linking custom data objects to contacts
- C. linking custom data objects to each other
- D. linking custom data objects to accounts

Correct Answer: BD

Reference: <https://www.relationshipone.com/blog/tool-tip-oracle-eloqua-custom-objects/>

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#### QUESTION 4

Which Default Update Logic would you choose if the client would like the Salesperson contact field to be updated even if the new value is blank? (Choose the best answer.)

- A. update if new value is not blank
- B. update if new email address
- C. always update
- D. update if blank

Correct Answer: D

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

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#### QUESTION 5



You are configuring a promotional email group for Marketing's subscriber-based quarterly newsletter called "The Edge".



How should you configure this email group? (Choose the best answer.)




A.




Settings | Emails

**Name:**  
The Edge 

**Default Email Header:**  
Default - Show Email Link  

**Default Email Footer:**  
Default - Global unsubscribe  

**Subscribe Confirmation Page:**  
Default Subscribe   

**Unsubscribe Confirmation Page:**  
Default Unsubscribe   

**Name of the Email Group as it appears to contacts:**  
The Edge - Quarterly News


**Description of Email Group as it appears to contacts (optional):**  
Don't miss this quarterly update of industry news, partner articles, special events, and more.



**Make this Email Group available in Eloqua for Sales**



**Include this Email Group on the Subscription Management page**




B.




Settings | Emails

**Name:**  
The Edge 

**Default Email Header:**  
Default - Show Email Link  

**Default Email Footer:**  
Default - Global unsubscribe  

**Subscribe Confirmation Page:**  
Default Subscribe   

**Unsubscribe Confirmation Page:**  
Default Unsubscribe   

**Name of the Email Group as it appears to contacts:**  
The Edge - Quarterly News


**Description of Email Group as it appears to contacts (optional):**  
Don't miss this quarterly update of industry news, partner articles, special events, and more.



Make this Email Group available in Eloqua for Sales



Include this Email Group on the Subscription Management page




C.




Settings | Emails

**Name:**  
The Edge 

**Default Email Header:**  
Default - Show Email Link  

**Default Email Footer:**  
Default - Global unsubscribe  

**Subscribe Confirmation Page:**  
Default Subscribe   

**Unsubscribe Confirmation Page:**  
Default Unsubscribe   

**Name of the Email Group as it appears to contacts:**

**Description of Email Group as it appears to contacts (optional):**

Make this Email Group available in Eloqua for Sales

Include this Email Group on the Subscription Management page

D.

The screenshot shows the 'Emails' settings page for an email group named 'The Edge'. The page has two tabs: 'Settings' and 'Emails'. The 'Settings' tab is active. The settings are as follows:

- Name:** The Edge (with an information icon)
- Default Email Header:** Default - Show Email Link (with a dropdown arrow and a folder icon)
- Default Email Footer:** Default - Global unsubscribe (with a dropdown arrow and a folder icon)
- Subscribe Confirmation Page:** Default Subscribe (with a dropdown arrow, a folder icon, and an edit icon)
- Unsubscribe Confirmation Page:** Default Unsubscribe (with a dropdown arrow, a folder icon, and an edit icon)
- Name of the Email Group as it appears to contacts:** (empty text field)
- Description of Email Group as it appears to contacts (optional):** (empty text area)
- Make this Email Group available in Eloqua for Sales**
- Include this Email Group on the Subscription Management page**

A. Option A

B. Option B

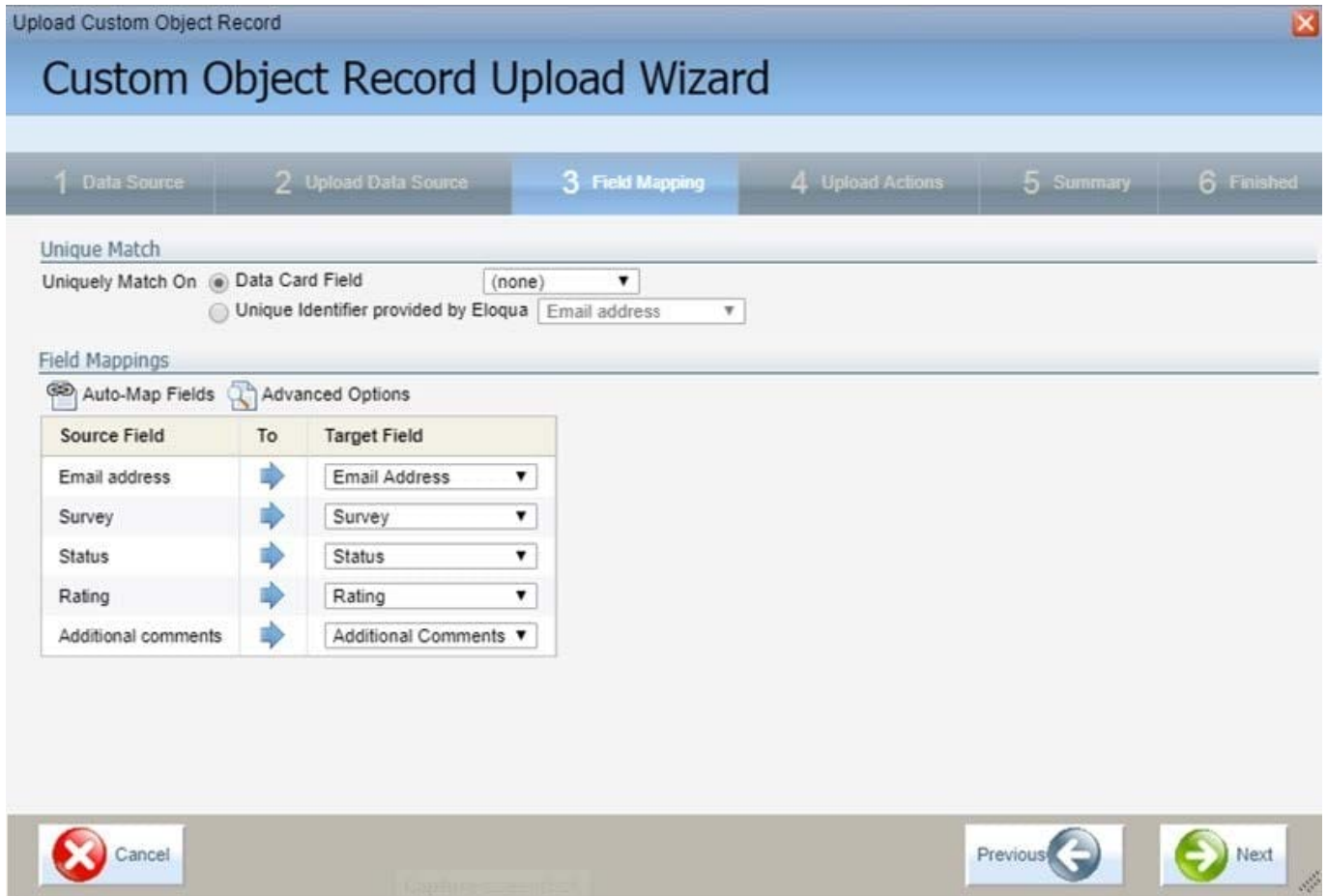
C. Option C

D. Option D

Correct Answer: B

## QUESTION 6

When adding new custom object records, you upload a CVS file and leave "Uniquely Match on" data card set to (none). What is the expected behavior? (Choose the best answer.)



- A. It will cause an error alert when you attempt to click "Finish" on the upload.
- B. It will create possible duplicate custom object records.
- C. It will cause the custom object records NOT to map upon upload.
- D. It will have the system default to uniquely matching on email address.

Correct Answer: B

**QUESTION 7**

Which two are use cases for using Data Import and Export features? (Choose two.)

- A. a scheduled import of external data to Contacts or Accounts
- B. a scheduled export of Custom Object data
- C. a scheduled export of Activity data
- D. a scheduled import of external data to a Custom Object

Correct Answer: AC

**QUESTION 8**

Which report option will allow you to access a prebuilt report's prompts and run the report? (Choose the best answer.)

- A. Properties
- B. Open
- C. Schedule
- D. Edit
- E. Add to Favorites

Correct Answer: C

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**QUESTION 9**

Your client would like to hold contacts until they open an email, and then send another follow-up immediately after they open it. If the contacts do not open the email, they would like to wait two weeks and then send them to a different campaign.

How would you advise they configure this in the Campaign Canvas? (Choose the best answer.)

- A. Hold all contracts in a two-week step and then determine which action should occur next with a decision step of "Did contacts open email?".
- B. Send contacts to a Program Canvas in order to send a follow-up email and disable the Campaign Canvas.
- C. Send all Contacts to the email step and use Scheduling settings to determine when to send the email.
- D. Add an evaluation period on the decision step of "Did contacts open email?" with an evaluation period of two weeks.

Correct Answer: C

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**QUESTION 10**

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