

Oracle.1z0-340-21.v2022-08-08.q21

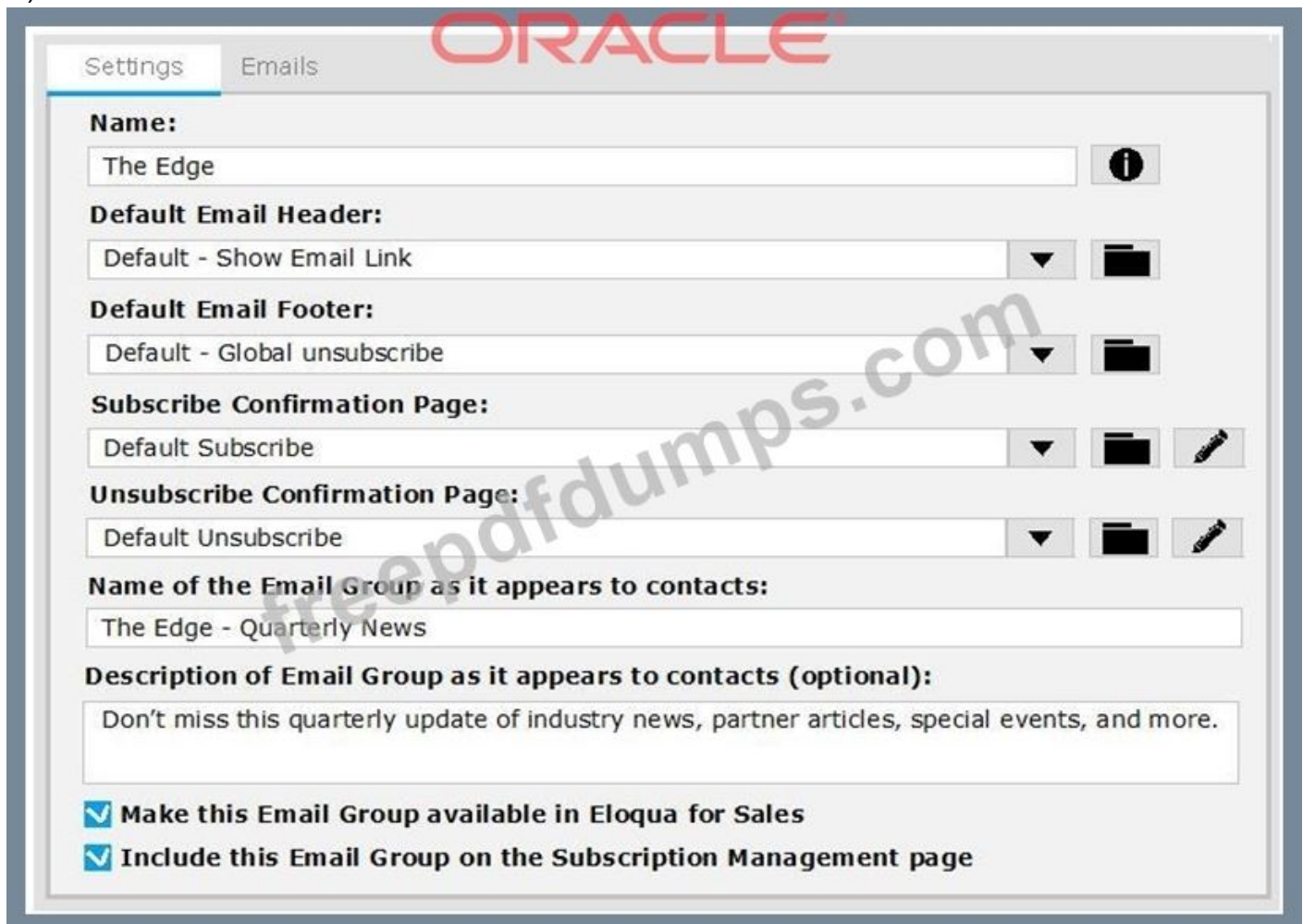
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NEW QUESTION: 1

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)



The screenshot shows the Oracle Eloqua 'Settings' page for an email group. The 'Name' field is 'The Edge'. The 'Default Email Header' is 'Default - Show Email Link'. The 'Default Email Footer' is 'Default - Global unsubscribe'. The 'Subscribe Confirmation Page' is 'Default Subscribe'. The 'Unsubscribe Confirmation Page' is 'Default Unsubscribe'. The 'Name of the Email Group as it appears to contacts' is 'The Edge - Quarterly News'. The 'Description of Email Group as it appears to contacts (optional)' is 'Don't miss this quarterly update of industry news, partner articles, special events, and more.' At the bottom, there are two checked checkboxes: 'Make this Email Group available in Eloqua for Sales' and 'Include this Email Group on the Subscription Management page'.

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

ORACLE®

C)

ORACLE

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)

Settings | Emails

Name:
 

Default Email Header:
 ▼ 

Default Email Footer:
 ▼ 

Subscribe Confirmation Page:
 ▼  

Unsubscribe Confirmation Page:
 ▼  

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

- A. Option A
- B. Option B
- C. Option D
- D. Option C

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 2

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

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

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 3

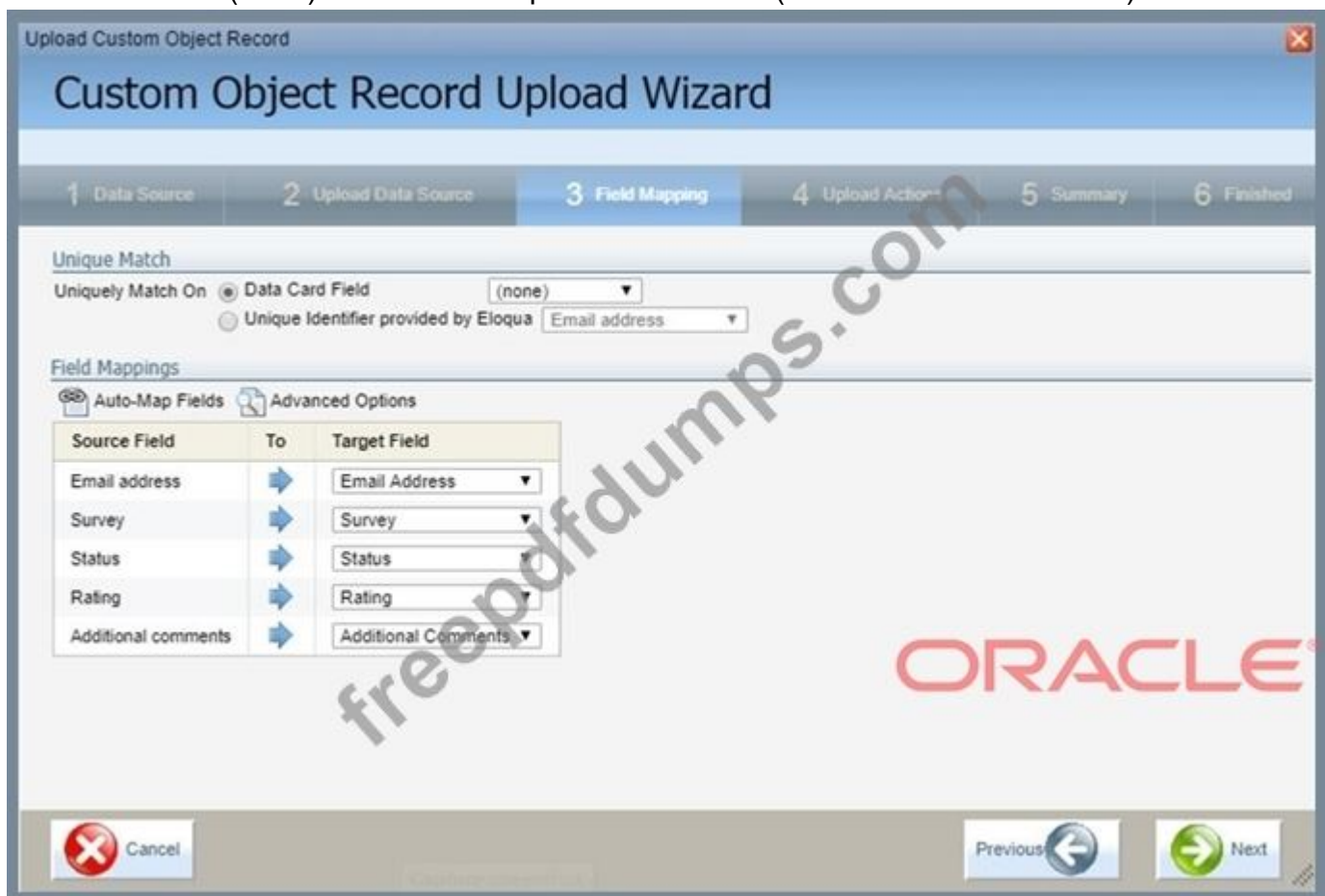
After integrating an Eloqua form externally on a client's website, the form is NOT capturing submissions in Eloqua.

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

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

NEW QUESTION: 4

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 5

The Eloqua Site ID is used in all tasks below except. (Choose the best answer.)

- A. setting up form post urls

- B. configuring integration urls
- C. determining the POD
- D. setting up Eloqua tracking scripts

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 6

When uploading users into Eloqua who will only be used for dynamicsignatures, which security group acronym must be used in the SecurityGroup column? (Choose the best answer.)

- A. DSIG
- B. CADM
- C. EXEC
- D. SALE

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 7

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.)

The screenshot shows the 'Campaign Settings' window for a campaign. The 'Step name' is 'Segment Members'. Under 'Choose when to add segment members to the campaign:', the option 'Add members regularly until campaign is deactivated.' is selected. The 'Re-evaluation Frequency' is set to '1 Hour(s)'. In the 'Campaign Settings' panel, 'Campaign start date' is set to 'Immediately' and 'Campaign end date' is set to '1 month'. Under 'Advanced Contact campaign re-entry', the option 'Allow contacts to enter the campaign more than once.' is unchecked, and 'Sync with CRM' is checked.

- A. only when the campaign is first activated and they have NOT been in the campaign before
- B. during the hourly segment evaluation, even if they have been in the campaign before
- C. only when the campaign is first activated, even if they have been in the campaign before
- D. during the hourly segment evaluation, and if they have NOT been in the campaign before

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 8

Which two are examples of implementation workbooks? (Choose two.)

- A. Security Settings workbook
- B. Current Asset and Campaign workbook
- C. Branding and Deliverability workbook
- D. Subscription Management workbook
- E. Lead Scoring workbook

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 9

When contact labels are assigned, which contacts can enter a campaign? (Choose the best answer.)

- A. contacts assigned to the user who created the campaign and the Admin Security group
- B. only contacts assigned to the user who activated the campaign
- C. contacts assigned to the user who activated the campaign and the Admin security group
- D. only contacts assigned to the user who created the campaign

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 10

Which three are required to successfully integrate an externally hosted form into a client's website? (Choose three.)

- A. post URL action
- B. a list of all processing steps on the Eloqua form
- C. form HTML
- D. tracking script HTML, including required hidden fields
- E. at least one check box field on the form

Answer: A,C,D ([LEAVE A REPLY](#))

NEW QUESTION: 11

When creating an email using the Design Editor, which two items are required? (Choose two.)

- A. Email Group
- B. Preview Text
- C. Personalized From Line
- D. Subject Line
- E. Email Tracking

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 12

On which domain in an Eloqua email is Domain Key Identified (DKIM) signing performed? (Choose the best answer.)

- A. "Reply-To" email address
- B. Useremail address
- C. "To" email address

- D. Subsite domain
- E. "From" email address

Answer: E ([LEAVE A REPLY](#))

NEW QUESTION: 13

You have activated a new program on the Program Canvas to time stamp the "Most Recent Event Attendance" date field for event attendees. A segment has been created to pull in recent event attendees into the program.

Upon review, you notice that the event attendees for a particular event are entering the program every day and being restamped.

What is the cause for this? (Choose the best answer.)

- A. The segment was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).
- B. The "Allow contacts to enter the program more than once" check box was selected upon activation.
- C. The Listener was created using a shared list and the Re-evaluation Frequency was set to 1 Day(s).
- D. The Re-evaluation Frequency was not set upon activation and so it defaulted to 1 Day(s).

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 14

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 import of external data to a Custom Object
- C. a scheduled export of Activity data
- D. a scheduled export of Custom Object data

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 15

Which three client-requested scenarios can you configure natively within an Update Rule in Eloqua? (Choose three.)

- A. the contact's Job Role contact field with a static value based on the value within their Title field
- B. the contact's Job Role contact field with the value listed within the contact's Title field
- C. the contact's Job Role contact field with the value listed in the Role field of a linked custom object record
- D. the contact's Job Role contact field with the value matched to the Contact's Title field within a lookup table

Answer: B,C,D ([LEAVE A REPLY](#))

NEW QUESTION: 16

In what order you put these steps when making a template available in Engage? (Choose the best answer.)

1. Assign the email to the email group that you enabled for sales.
2. Enable the Sales Users security group to have access to the email group.
3. Decide which existing or new email group will be available in Engage.
4. Create a new email.
5. Enable sales users to have access to the email.
6. Select the Make This Email Group Available in Eloqua for Sales check box.

- A. 2, 5, 1, 3, 4, 6
- B. 3, 4, 1, 2, 5, 6
- C. 3, 6, 2, 4, 1, 5
- D. 6, 5, 4, 3, 2, 1
- E. 1, 2, 3, 4, 5, 6

Answer: C ([LEAVE A REPLY](#))

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NEW QUESTION: 17

In which two ways can you create a view within Eloqua to show select contact field and account field values together? (Choose two.)

- A. Within the "Fields and View" window, you can link a contact view with an account view that will show both field sets when selected.
- B. Within the "Fields & View" window, you can create a customized view containing both contact and account fields.
- C. Create a custom contact report within Insight, pulling in attributes from the account table
- D. Choose "View Account Details" within the settings of a shared list containing the contacts you chose

Answer: A,B ([LEAVE A REPLY](#))

NEW QUESTION: 18

Which two are valid Data Export options? (Choose two.)

- A. Export a compressed zip file
- B. Export Campaign data
- C. Export to an Eloqua FTP server

D. Export only records changed since last run

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 19

An integration updates a custom data object that uniquely maps to contacts within Eloqua using an email address. When net-new contacts are created via the integration, the contact is created with the accurate field values. However, subsequent updates to mapped fields of the custom object records are NOT reflected on the contact.

What is the cause of this? (Choose the best answer.)

- A. The "Update Existing Record or Data Object" processing step within services is NOT enabled.
- B. You cannot update field values on the contact table from a custom object record.
- C. The field mapping within the custom object is configured incorrectly.
- D. The "Save to Contact Table" processing step within record services is NOT enabled.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 20

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

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 21

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

Answer: D (LEAVE A REPLY)

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