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Exam : **1z1-340**

Title : Oracle Eloqua Marketing
Cloud Service 2019
Implementation Essentials

Vendor : Oracle

Version : DEMO

NO.1 When contact labels are assigned, which contacts can enter a campaign?

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

Answer: A

NO.2 In which three ways can contacts be added to Eloqua?

- A. Update Rule
- B. Decision Step
- C. CRM Integration
- D. Form Submit
- E. Feeder App

Answer: A,C,D

NO.3 How do you define a sender's mailing IP reputation?

- A. the number of email recipients that do NOT unsubscribe from emails and update their email preferences
- B. a measure of the sender's mailing deliverability, based on complaints, blacklisting, bouncebacks, and spam traps
- C. a score based on how many people "liked" the sender on Facebook and clicked through to the landing page
- D. the value put on the email recipients' well-received comments from the message content

Answer: B

NO.4 Which is NOT possible within Program Builder?

- A. Assign ownership of a contract randomly through a round robin assignment.
- B. Send an email to an email address within a custom object record.
- C. Add a re-evaluation frequency to a "No" path of every 10 minutes for one week.
- D. Move contacts to a Listener Step within a Program Canvas.

Answer: A

NO.5 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?

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

Answer: C

NO.6 When uploading users into Eloqua who will only be used for dynamic signatures, which security group acronym must be used in the SecurityGroup column?

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

Answer: D

NO.7 Which two statements are true about the relationship between contacts and custom objects records in Eloqua?

(Choose two.)

- A. Many contacts can link to the same custom object record in a custom object.
- B. A custom object record in a custom object can only link to one contact.
- C. A contact can link to only one custom object record in a custom object.
- D. A contact can link to more than one custom object record in a custom object.

Answer: B,D