

**100%** Money Back  
**Guarantee**

**Vendor:**Oracle

**Exam Code:**1Z0-340

**Exam Name:**Oracle Eloqua Marketing Cloud Service  
2019 Implementation Essentials

**Version:**Demo

### QUESTION 1

What does it mean when a contact has "No Status" for an email group status?

- A. They have neither subscribed nor unsubscribed to that group and will receive emails of that type.
- B. They were previously subscribed and have now unsubscribed to that group and will receive emails of that type.
- C. They were previously subscribed and have now unsubscribed to that group and will not receive any emails of that type.
- D. They have neither subscribed nor unsubscribed to that group and will not receive any emails of that type.

Correct Answer: D

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### QUESTION 2

Which three items are key deliverables of SmartStart? (Choose three.)

- A. API integration to a client's external data source
- B. implementation and testing of web tracking scripts
- C. selection and configuration of an email subscription management option
- D. Eloqua user setup
- E. setup of a client's first production campaign

Correct Answer: BCD

Reference <https://www.oracle.com/webfolder/media/eloqua/documents/SmartStartStandard.pdf>

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### QUESTION 3

Which two will Eloqua accept when uploading an email? (Choose two.)

- A. Microsoft Word Document
- B. PDF Document
- C. Zip File
- D. Text File
- E. HTML

Correct Answer: CE

Reference: [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/EmailEditing/HTMLEmail/CreatingNewEmailsByUploadingHTML.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EmailEditing/HTMLEmail/CreatingNewEmailsByUploadingHTML.htm)

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#### QUESTION 4

Which statement is NOT true about first-party and third-party cookies?

- A. First-party cookies identify you as a returning user to the site and help personalize your browsing experience.
- B. A first-party cookie is a cookie that has a domain that is the same as the domain being visited.
- C. A third-party cookie is a cookie that has a domain that is different from the domain being visited.
- D. First-party cookies are being blocked by anti-spyware applications, browsers, and default privacy settings.

Correct Answer: D

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

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#### QUESTION 5

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

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

Correct Answer: D

Reference: [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/IntegrationWithSFDC/EQtoSFDCSync/CloningSalesforceFields.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/IntegrationWithSFDC/EQtoSFDCSync/CloningSalesforceFields.htm)

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#### QUESTION 6

Which three are examples of data sources for Listener feeders in Program Canvas? (Choose three.)

- A. pulling contacts into a program when a contact is created
- B. pulling contacts into a program that opened a specific email at least three times
- C. pulling contacts into a program when they respond to a campaign
- D. pulling contacts into a program when their lead score changes
- E. pulling contacts into a program with unsubscribes in the last 24 hours

Correct Answer: CDE

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

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### QUESTION 7

In what order you put these steps when making a template available in Engage?

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. 1, 2, 3, 4, 5, 6

C. 6, 5, 4, 3, 2, 1

D. 3, 6, 2, 4, 1, 5

E. 3, 4, 1, 2, 5, 6

Correct Answer: D

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

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### QUESTION 8

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

Which two statements could be the cause of the issue with form integration? (Choose two.)

A. The HTML name of the form in Eloqua has the exact same HTML name of the form asset in Eloqua.

- 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. The Eloqua form is active and in use on another external webpage or Eloqua landing page.

Correct Answer: BC

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#### **QUESTION 9**

On which domain in an Eloqua email is Domain Key Identified (DKIM) signing performed?

- A. "To" email address
- B. Subsite domain
- C. "Reply-To" email address
- D. User email address
- E. "From" email address

Correct Answer: E

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#### **QUESTION 10**

Which is NOT possible within Program Builder?

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

Correct Answer: C

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#### **QUESTION 11**

Under which circumstances would Eloqua consider an email address soft-bounced?

- A. The email address is invalid.
- B. There were three unsuccessful send attempts in 12 months.
- C. The recipient's inbox is full.
- D. The recipient marked the email as spam.

Correct Answer: C

Reference: [https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/Insight/Reports/EmailBouncebackOverview.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Insight/Reports/EmailBouncebackOverview.htm)

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**QUESTION 12**

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

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

Correct Answer: DE