Oracle

1Z0-340-21 Exam

Oracle Eloqua CX Marketing 2021 Implementation Essentials

Questions & Answers
Demo

Version: 5.0

Question: 1

Which two roles are recommended to participate during configuration implementation? (Choose two.)

A. Eloqua Sales Users
B. Eloqua Marketing Managers
C. Eloqua Executive Sponsors
D. Eloqua Power Users
E. Eloqua Administrators

Answer: DE

Explanation:

Question: 2

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

Answer: D

Explanation:

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ContactFields/Tasks/ CreatingContactFields.htm

Question: 3

A contact has multiple values populated within the "Interest Area" multiselect field in Eloqu
a. However, when you go to the contact record, no values are highlighted.

Which two are reasons for this? (Choose two.)

A. The values populated are lowercase, whereas the values within the picklist are proper case.
B. The values are correct but they are delimited with a comma,
C. The values are correct but they are delimited with a double colon ::

D. The values populated do NOT match the values within the picklist.

Answer: BD

Explanation:

Question: 4

Which two frequency options are NOT available in the drop down when creating Agents? (Choose two.)

A. Monthly
B. Weekly
C. Once
D. Quarterly
E. Bi-Weekly
F. Daily
G. Never

Answer: DE

Explanation:

Reference: https://www.youtube.com/watch?v=tt2An45P_7g

Question: 5

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

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

Answer: D

Explanation: