

## Oracle

1Z0-340

*Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials*

**Questions And Answers PDF Format:**

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*Version = Product*



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## Question: 1

Which statement is true about IP Warming?

- A. It includes familiar branding and messaging in the email content.
- B. A dedicated IP address is NOT required.
- C. The Campaign Analysis report is the most useful to monitor Spam Unsubscribes during IP Warming.
- D. It takes 8 to 12 weeks.

**Answer: A**

## Question: 2

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.

**Answer: C**

## 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

**Answer: CE**

Reference:

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

## 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?

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

**Answer: B**

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)

## Question: 5

Which two statements are true about the relationship between contacts and custom objects records in Eloqua? (Choose two.)

- A. A custom object record in a custom object can only link to one contact.
- B. Many contacts can link to the same custom object record in a custom object.
- 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: AD**

Reference:

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

## Question: 6

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

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**Answer: E**

**Question: 7**

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?

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

**Answer: C**

Reference:

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

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