

# DUMPS ARENA

## Oracle Eloqua CX Marketing 2020 Implementation Essentials

Oracle 1z0-340-20

Version Demo

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[sales@dumpsarena.co](mailto:sales@dumpsarena.co)

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**QUESTION NO: 1**

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

- A. Choose "View Account Details" within the settings of a shared list containing the contacts you chose
- B. Create 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 & View" window, you can create a customized view containing both contact and account fields.

**ANSWER: C D****Explanation:**

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)

**QUESTION NO: 2**

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

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

**ANSWER: B C D****Explanation:**

Reference: <https://community.oracle.com/community/topliners/do-it/blog/2012/04/17/how-to-repost-an-externally-hosted-form-to-eloqua>

**QUESTION NO: 3**

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

**ANSWER: D**

#### QUESTION NO: 4

When performing Email Marketing configuration, which two items should be provided? (Choose two.)

- A. lists of bouncebacks, unsubscribes, contacts not in CRM and competitor domains
- B. list of processing steps after a form is submitted
- C. list of additional websites to track
- D. a subscription management option

**ANSWER: B D**

#### QUESTION NO: 5

Which three factors negatively affect an IP address' sender reputation? (Choose three.)

- A. high engagement
- B. inconsistent send volumes
- C. recycled spam trap
- D. spam complaints
- E. lists of active contacts

**ANSWER: A D E**

**QUESTION NO: 6**

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. The Eloqua form is active and the code has been integrated on another page on the client's website.
- 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. A processing step has been updated on the form and the code has not been updated to reflect this on the client's website.

**ANSWER: A D**

**QUESTION NO: 7**

Your client is building a Campaign Canvas and receiving a draft error of "Campaign Contact Re-entry Error".

Why are they receiving this error? (Choose the best answer.)

- A. Contacts are never allowed to enter the campaign more than once, even if they appear in the segment again.
- B. The "Allow contracts to enter the campaign more than once" setting and the "Add members regularly until campaign is deactivated" segment option have been selected.
- C. Contacts are appearing in multiple segment blocks in the segment, and the system has added the contact more than once because they qualified in multiple filters.
- D. The "Allow contacts to enter the campaign more than once" setting has been selected, but contacts in the segment do not qualify to enter the campaign.

**ANSWER: B**

**Explanation:**

Reference: <https://community.oracle.com/thread/4209660>

**QUESTION NO: 8**

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**

**QUESTION NO: 9**

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

**ANSWER: C**

**Explanation:**

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)

**QUESTION NO: 10**

Which statement is true regarding Vanity URLs used on Eloqua landing pages? (Choose the best answer.)

- A. If you do not use a Vanity URL, the Eloqua landing page will have a draft error.
- B. A Vanity URL must be unique in order to publish an Eloqua landing page.
- C. A Vanity URL must be the exact value as the Eloqua landing page asset name.
- D. A Vanity URL is mandatory in order to publish an Eloqua landing page.

**ANSWER: B**

**Explanation:**

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