

# DUMPS ARENA

## Oracle Eloqua Marketing 2022 Implementation Professional

Oracle 1z0-340-22

Version Demo

Total Demo Questions: 10

Total Premium Questions: 60

Buy Premium PDF

<https://dumpsarena.co>

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

sales@dumpsarena.co  
dumpsarena.co

**QUESTION NO: 1**

Do emails sent by the “Send Submitter an Email” from processing step follow contact subscription preferences? (Choose the best answer.)

- A.** These emails are considered transactional and will send if a contact is unsubscribed or on the Master Exclude list.
- B.** These emails will send depending on the configuration set by the user on the “Send Submitter an Email” processing step.
- C.** These emails follow contact subscription preferences and if a contact is marked as unsubscribe. they will not receive the email.
- D.** These emails are considered transactional and will send if a contact is unsubscribed, but not to those on the Master Exclude list.

**ANSWER: B**


**QUESTION NO: 2**



You are configuring a promotional email group for Marketing’s subscriber-based quarterly newsletter called “The Edge”.



How should you configure this email group? (Choose the best answer.)




A)




Settings Emails

**Name:**  
The Edge 

**Default Email Header:**  
Default - Show Email Link  

**Default Email Footer:**  
Default - Global unsubscribe  

**Subscribe Confirmation Page:**  
Default Subscribe   

**Unsubscribe Confirmation Page:**  
Default Unsubscribe   

**Name of the Email Group as it appears to contacts:**  
The Edge - Quarterly News


**Description of Email Group as it appears to contacts (optional):**  
Don't miss this quarterly update of industry news, partner articles, special events, and more.



**Make this Email Group available in Eloqua for Sales**



**Include this Email Group on the Subscription Management page**




B)




Settings Emails

**Name:**  
The Edge 

**Default Email Header:**  
Default - Show Email Link  

**Default Email Footer:**  
Default - Global unsubscribe  

**Subscribe Confirmation Page:**  
Default Subscribe   

**Unsubscribe Confirmation Page:**  
Default Unsubscribe   

**Name of the Email Group as it appears to contacts:**  
The Edge - Quarterly News

**Description of Email Group as it appears to contacts (optional):**  
Don't miss this quarterly update of industry news, partner articles, special events, and more.

**Make this Email Group available in Eloqua for Sales**

**Include this Email Group on the Subscription Management page**

C)

Settings | Emails

**Name:**  
The Edge

**Default Email Header:**  
Default - Show Email Link

**Default Email Footer:**  
Default - Global unsubscribe

**Subscribe Confirmation Page:**  
Default Subscribe

**Unsubscribe Confirmation Page:**  
Default Unsubscribe

Name of the Email Group as it appears to contacts:  
[Empty text box]

Description of Email Group as it appears to contacts (optional):  
[Empty text box]

Make this Email Group available in Eloqua for Sales

Include this Email Group on the Subscription Management page

D)

- A. Option A
- B. Option B
- C. Option C
- D. Option D

**ANSWER: B**

### QUESTION NO: 3

When contact labels are assigned, which contacts can enter a campaign? (Choose the best answer.)

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

**ANSWER: A**

**Explanation:**

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

**QUESTION NO: 4**

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: 5**

Which two scenarios are use cases for Program Builder? (Choose two.)

- A. Apply an External Activity to contacts entering the program.
- B. Send Batch Email to an email address listed within a custom object.
- C. Send Batch Email to a contact using a previously created Signature Rule.
- D. Feed contacts into a program based on Lead Score increases.

**ANSWER: B D****QUESTION NO: 6**

Which feature is only available with the Premium Oracle Eloqua Branding and Deliverability package? (Choose the best answer.)

- A. Branded image and links
- B. Dedicated IP
- C. Dkim authentication
- D. Branded DNS



E. Custom IP Routing

**ANSWER: E**

**Explanation:**

Reference: <http://www.oracle.com/us/corporate/contracts/eloqua-service-descriptions-1958979.pdf> (17)

### QUESTION NO: 7

Which three Segments are possible to build? (Choose three.)

- A. all contacts that were sent an email in the past 30 days with a Lead Score of either A1 or B1
- B. all contacts from an event from three years ago
- C. all contacts with an invalid email address that are part of the Account for ACME Corporation
- D. all contacts who registered for an event in the past 90 days
- E. all contacts that have successfully completed the "Update Contacts" CRM action step in the last day

**ANSWER: C D E**

### QUESTION NO: 8

When adding new custom object records, you upload a CVS file and leave "Uniquely Match on" data card set to (none). What is the expected behavior? (Choose the best answer.)

Upload Custom Object Record

## Custom Object Record Upload Wizard

1 Data Source   2 Upload Data Source   **3 Field Mapping**   4 Upload Actions   5 Summary   6 Finished

**Unique Match**

Uniquely Match On  Data Card Field (none)  Unique Identifier provided by Eloqua Email address

**Field Mappings**

Auto-Map Fields  Advanced Options

Source Field	To	Target Field
Email address	→	Email Address
Survey	→	Survey
Status	→	Status
Rating	→	Rating
Additional comments	→	Additional Comments

Cancel Previous Next

- A. It will cause an error alert when you attempt to click "Finish" on the upload.
- B. It will create possible duplicate custom object records.
- C. It will cause the custom object records NOT to map upon upload.
- D. It will have the system default to uniquely matching on email address.

**ANSWER: B**

### QUESTION NO: 9

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: 10**

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: C E****Explanation:**

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)