

## Check Real Oracle 1z0-340-22 Exam Question for Free (2023) [Q27-Q49]



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Oracle 1z0-340-22 Exam Syllabus Topics:

TopicDetailsTopic 1- Describe the subscription and preference management options available within Eloqua- Create a form and identify advanced form techniquesTopic 2- Demonstrate knowledge of Eloqua AI product capabilities- Describe Eloqua data objects, how they relate to each other and cases for useTopic 3- Demonstrate knowledge of program builder and program canvas- Create Users and customize a security groupTopic 4- Demonstrate an understanding of the configuration requirements of closed-loop reporting- Email Configuration and Preference ManagementTopic 5- Upload known unsubscribes and hard bounces into a new instance and configure an Eloqua data export- Describe how Eloqua tracks visitor data and define the tracking script integration processTopic 6- Create and configure custom objects and illustrate custom data object services and processing- Implement data standardization initiatives and describe Eloqua's data prioritization features and toolsTopic 7- Describe Eloqua settings that support email management and email personalization- Describe the major milestones and key deliverables of the available implementation offerings

**Q27.** Which two statements are true about the relationship between contacts and custom objects records in Eloqua? (Choose two.)

- \* A custom object record in a custom object can only link to one contact.
- \* Many contacts can link to the same custom object record in a custom object.
- \* A contact can link to only one custom object record in a custom object.
- \* A contact can link to more than one custom object record in a custom object.

**Q28.** Which two scenarios are use cases for Program Builder? (Choose two.)

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

**Q29.** In which three ways can contacts be added to Eloqua? (Choose three.)

- \* Decision Step
- \* Form Submit
- \* Update Rule
- \* CRM Integration
- \* Feeder App

**Q30.** 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.)

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

**Q31.** Which three factors negatively affect an IP address's sender reputation? (Choose three.)

- \* high engagement
- \* inconsistent send volumes
- \* recycled spam trap
- \* spam complaints
- \* lists of active contacts

**Q32.** Which two features does the Eloqua landing page Design Editor provide for forms? (Choose two.)

- \* Form fields, picklist values, prepopulation, and validation rules are configured in the Design Editor after adding the form to the Landing page.
- \* Existing Eloqua forms brought into the responsive editor will be automatically responsive.
- \* The form's styling, such as field spacing and background color, can be customized in the Design Editor to match your landing page.
- \* The Design Editor allows users to configure forms with an upload feature for contacts to upload files when submitting a form.

**Q33.** Your client would like to hold contacts until they open an email, and then send another follow-up immediately after they open it. If the contacts do not open the email, they would like to wait two weeks and then send them to a different campaign.

How would you advise they configure this in the Campaign Canvas? (Choose the best answer.)

- \* Hold all contracts in a two-week step and then determine which action should occur next with a decision step of `Did contacts open email?`.
- \* Send contacts to a Program Canvas in order to send a follow-up email and disable the Campaign Canvas.

- \* Send all Contacts to the email step and use Scheduling settings to determine when to send the email.
- \* Add an evaluation period on the decision step of 'Did contacts open email?'; with an evaluation period of two weeks.

**Q34.** The Eloqua Site ID is used in all tasks below except . (Choose the best answer.)

- \* determining the POD
- \* setting up form post urls
- \* setting up Eloqua tracking scripts
- \* configuring integration urls

**Q35.** Which two roles are recommended to participate during configuration implementation? (Choose two.)

- \* Eloqua Sales Users
- \* Eloqua Marketing Managers
- \* Eloqua Executive Sponsors
- \* Eloqua Power Users
- \* Eloqua Administrators

**Q36.** In which two ways can you create a view within Eloqua to show select contact field and account field values together? (Choose two.)

- \* Choose 'View Account Details'; within the settings of a shared list containing the contacts you chose
- \* Create a custom contact report within Insight, pulling in attributes from the account table
- \* Within the 'Fields and View' window, you can link a contact view with an account view that will show both field sets when selected.
- \* Within the 'Fields & View' window, you can create a customized view containing both contact and account fields.

**Q37.** A contact has multiple values populated within the 'Interest Area' multiselect field in Eloqua. However, when you go to the contact record, no values are highlighted.

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

- \* The values populated are lowercase, whereas the values within the picklist are proper case.
- \* The values are correct but they are delimited with a comma,
- \* The values are correct but they are delimited with a double colon ::
- \* The values populated do NOT match the values within the picklist.

**Q38.** When performing Email Marketing configuration, which two items should be provided? (Choose two.)

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

**Q39.** 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.)

- \* Contacts are never allowed to enter the campaign more than once, even if they appear in the segment again.
- \* 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.
- \* 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.
- \* 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.

**Q40.** Which is considered a transactional email? (Choose the best answer.)

- \* an announcement from the CEO
- \* an exclusive upgrade for existing customers
- \* an offer from a partner
- \* an update to your customer privacy policy

**Q41.** Which three are essential to remember when configuring a basic microsite for a client? (Choose three.)

- \* Updating the domain's A record to point to Oracle Eloqua's IP address is preferred over updating the CNAME record for the domain.
- \* The Require Authentication check box must be selected to enable landing pages to be published to the microsite.
- \* Each subdomain created off the client's main website domain can only be linked to a single microsite within Eloqua.
- \* If the CNAME record is accessible and updatable, the CNAME record should be set to s[site id].hs.eloqua.com.
- \* If you use the A record to point the subdomain to Oracle Eloqua's IP address, you must also add s[site id].hs.eloqua.com under the DNS Query Lookup.

**Q42.** Which is NOT possible within Program Builder? (Choose the best answer.)

- \* Send an email to an email address within a custom object record.
- \* Concatenate two fields values into a single contact field using the CWM app.
- \* Assign ownership of a contract randomly through a round robin assignment.
- \* Add a re-evaluation frequency to a No path of every 10 minutes for one week.

**Q43.** Your client wants to send a notification email to the assigned sales representative of the contact submitting the form. Contacts have one of 2,000 possible sales representatives; names assigned to them within the Salesperson contact field.

How do you configure this? (Choose the best answer.)

- \* Send form submitter to a custom object that has a data services step to direct the newly created record to a Program Canvas to send emails.
- \* There is no functionality that currently exists in Eloqua to configure this solution, and your client would require custom coding.
- \* Send form submitter to a Campaign Canvas and send an email using a signature rule, where Salesperson is the key identifier.
- \* Create a picklist of sales representatives; email addresses and the corresponding Sales Rep contact field, and use the Send Notification Email processing step.

**Q44.** Which data source is NOT possible as a Listener feeder in Program Canvas? (Choose the best answer.)

- \* pulling contacts into a program from a step in program builder
- \* pulling contacts into a program only when lead score decreases
- \* pulling contacts into a program when they respond to a campaign
- \* pulling contacts into a program when a contact field value changes
- \* pulling contacts into a program with unsubscribes in the last 24 hours

**Q45.** You want to access Profiler using your company's login credentials.

Which URL would you choose? (Choose the best answer.)

- \* Direct
- \* XMLLogin
- \* SAML
- \* SFDC IDP
- \* Autologin

**Q46.** 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.)



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

**Q47.** Which two are use cases for using a custom data object? (Choose two.)

- \* linking custom data objects to visitors
- \* linking custom data objects to contacts
- \* linking custom data objects to each other
- \* linking custom data objects to accounts

**Q48.** Which scenario would require a custom subscription management page? (Choose the best answer.)

- \* managing contact-level security
- \* managing multiple brand identities
- \* ongoing data cleansing
- \* enabling sales tools

**Q49.** 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.)

- \* named filter
- \* inline filter
- \* prompted filter

\* scheduled filter

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