2022 100% Free 1Z0-340-21 Daily Practice Exam With 62 Questions [Q20-Q36

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NEW QUESTION 20

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.

NEW QUESTION 21

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

NEW QUESTION 22

While using the Contact Washing Machine app for a data normalization project, which action would allow you to combinethe value from two separate fields into one? (Choose the best answer.)
* Math
* Replace
* Lookup
* Compost

NEW QUESTION 23

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 beenselected, but contacts in the segment do not qualify to enter the campaign.

NEW QUESTION 24

If acontact’s profile information stays the same and they are NOT active, which Lead Score change could occur? (Choose the best answer.)
* A2 to C1
* A4 to D4
* C3 to C4
* B1 to C3

NEW QUESTION 25

Which action doesStrict Mode Tracking enable? (Choose the best answer.)
* It filters out select IP addresses from being tracked within Eloqua.
* It ties the email activity of the recipient with their contact profile by creating a unique Eloqua recipient ID.
* It allows clients to control whether visitors in certain countries or all visitors need to opt in to website tracking.
* It tracks email opens via a tracking pixel placed on all emails sent out of Eloqua.

NEW QUESTION 26

Which feature is only available with the Premium Oracle Eloqua Branding andDeliverability package?

(Choose the best answer.)
* Branded image and links
* Dedicated IP

* Dkim authentication
* Branded DNS
* Custom IP Routing

NEW QUESTION 27

Which two are use cases for using Data Import and Export features? (Choose two.)
* a scheduled import of externaldata to Contacts or Accounts
* a scheduled export of Custom Object data
* a scheduled export of Activity data
* a scheduled import of external data to a Custom Object

NEW QUESTION 28

Whatoccurs after a campaign reaches its end date? (Choose the best answer.)
* The campaign returns to draft mode, and users can reactivate it after changing the end date to a later date.
* The campaign continues to flow contacts through until it is manuallydeactivated by a user.
* The campaign becomes read-only, and campaign activity is no longer tracked.
* The campaign becomes read-only, and campaign activity is tracked for another 12 months.

NEW QUESTION 29

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.

NEW QUESTION 30

Which two will Eloqua accept when uploading an email? (Choose two.)
* Microsoft Word Document
* PDF Document
* Zip File
* TextFile
* HTML

NEW QUESTION 31

It is 7:00 PM and you notice you have received numerous error notification emails regardingthe Import of Leads into Eloqua between the hours of 3:00 PM and 5:00 PM, no error notifications have been received since

5:00 PM and the integration has been running successfully since 5:00 PM.

Which statement is true? (Choose the best answer.)
* The lead Import needs to be manually run for the hours between 3:00 PM and 5:00 PM.
* Disable and enable the Contact import and rerun the Account Import.

* All leads have been imported since the last successful upload.
* Create another Lead import to specifically import those records between 3:00 PM and 5:00 PM.

NEW QUESTION 32

Given this segment, which two contacts will be included? (Choose two.)

* A contact in New York who clicked an email one time and submitted a form one time 14 days ago.
* A contact in California who submitted 2 forms 1 week ago.
* A contact in California who submitted a form one time 7 days ago.
* A contact in New York who opened an email 1 week ago.
* A contact in California who clicked an email one time and submitted a form one time 45 days ago.

NEW QUESTION 33

Which two are valid Data Export options? (Choose two.)
* Export only records changed sincelast run
* Export a compressed zip file
* Export to an Eloqua FTP server
* Export Campaign data

NEW QUESTION 34

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

NEW QUESTION 35

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 tomatch your landing page.

* The Design Editor allows users to configure forms with an upload feature for contacts to upload files when submitting a form.

NEW QUESTION 36

What does it mean when a contact has “No Status” for an email group status? (Choose the best answer.)

* They have neither subscribed nor unsubscribed to that group and will receive emails of that type.

* Theywere previously subscribed and have now unsubscribed to that group and will receive emails of that type.

* They were previously subscribed and have now unsubscribed to that group and will not receive any emails of that type.

* They have neither subscribed nor unsubscribed to that group and will not receive any emails of that type.

Oracle 1Z0-340-21 Exam Syllabus Topics:

TopicDetailsTopic 1- Describe the subscription and preference management options available within Eloqua- Explain Eloqua's deliverability offerings and identify and explain tasks related to deliverabilityTopic 2- Explain the documents a client completes during an implementation and the key client attendees required for an implementation- Configure contact and account fields and viewsTopic 3- Describe how Eloqua tracks visitor data and define the tracking script integration process- Create and configure custom objects and illustrate custom data object services and processingTopic 4- Describe Eloqua data objects, how they relate to each other and cases for use- Explain the importance of asset permissions and contact level securityTopic 5- Demonstrate knowledge of program builder and program canvas- Describe the background and methodology for warming dedicated IP addressesTopic 6- Describe the major milestones and key deliverables of the available implementation offerings- Create Users and customize a security groupTopic 7- (New) Demonstrate knowledge of Eloqua AI product capabilities- Email Configuration and Preference ManagementTopic 8- (New) Demonstrate an understanding of the configuration requirements of closed-loop reporting- Describe the supported CRM integrations and integration componentsTopic 9- Upload known unsubscribes and hard bounces into a new instance and configure an Eloqua data export- Create a form and identify advanced form techniques

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