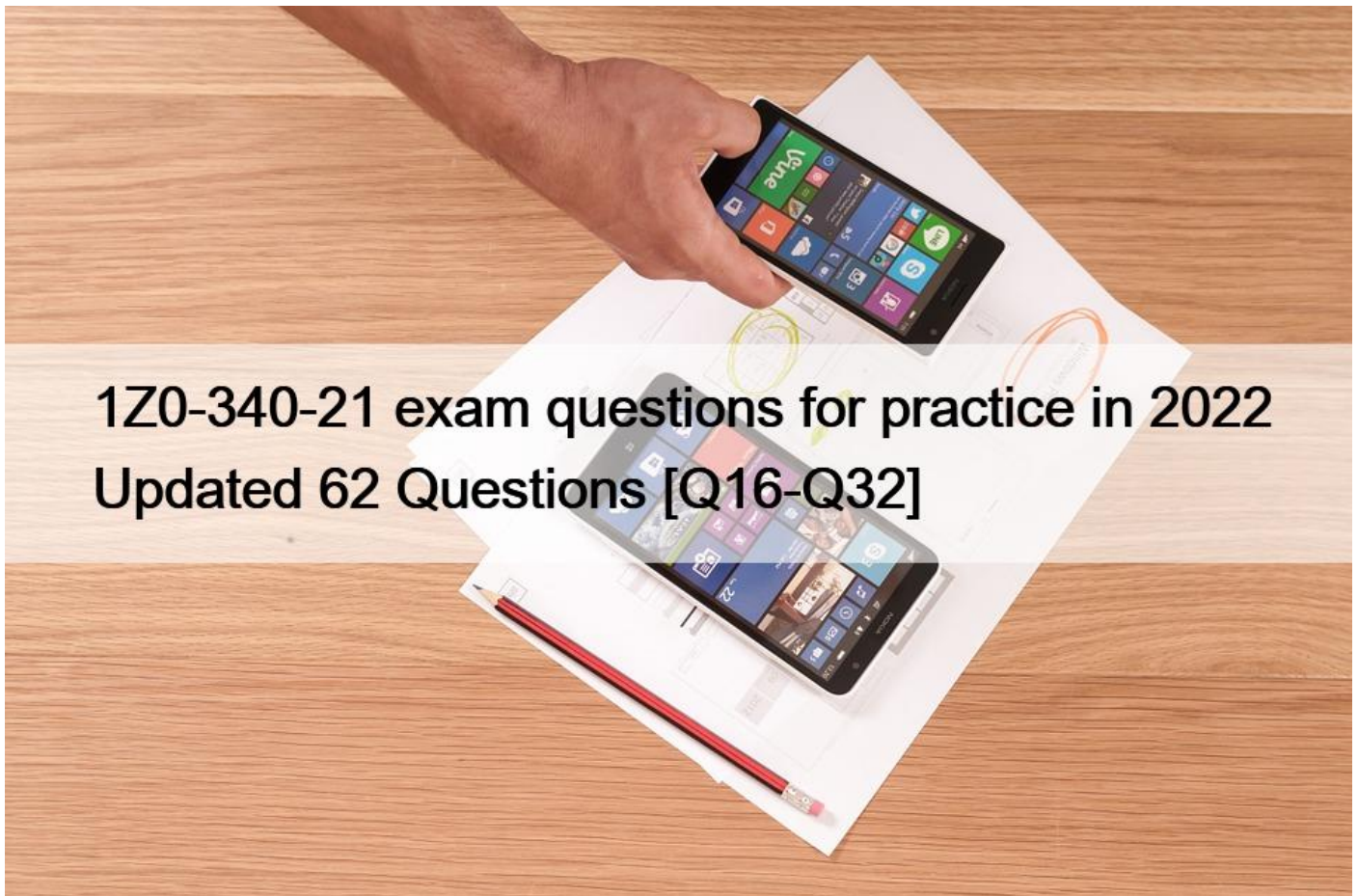


1Z0-340-21 exam questions for practice in 2022 Updated 62 Questions [Q16-Q32]



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NEW QUESTION 16

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

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

NEW QUESTION 17

Which two CRM integrations now have an App Cloud based integration with Eloqua? (Choose two.)

- * Oracle CX Sales
- * Salesforce
- * Oracle OnDemand

- * Siebel OnPremise
- * SAP
- * Microsoft Dynamics 365

NEW QUESTION 18

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.
- * They were 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.

NEW QUESTION 19

Which report option will allow you to access a prebuilt report's prompts and run the report? (Choose the best answer.)

- * Properties
- * Open
- * Schedule
- * Edit
- * Add to Favorites

NEW QUESTION 20

Which two are examples of implementation workbooks? (Choose two.)

- * Lead Scoring workbook
- * Subscription Management workbook
- * Security Settings workbook
- * Branding and Deliverability workbook
- * Current Asset and Campaign workbook

NEW QUESTION 21

Which two frequency options are NOT available in the drop down when creating Agents? (Choose two.)

- * Monthly
- * Weekly
- * Once
- * Quarterly
- * Bi-Weekly
- * Daily
- * Never

NEW QUESTION 22

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.

NEW QUESTION 23

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

NEW QUESTION 24

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? (Choose the best answer.)

- * update if new value is not blank
- * update if new email address
- * always update
- * update if blank

NEW QUESTION 25

Which three client-requested scenarios can you configure natively within an Update Rule in Eloqua? (Choose three.)

- * the contact's Job Role contact field with the value listed in the Role field of a linked custom object record
- * the contact's Job Role contact field with the value listed within the contact's Title field
- * the contact's Job Role contact field with the value matched to the Contact's Title field within a lookup table
- * the contact's Job Role contact field with a static value based on the value within their Title field

NEW QUESTION 26

You have a large list of opt-out requests that were collected via the corporate website before Eloqua was implemented.

Why is it important to upload those contacts using the import purpose of 'Unsubscribe'? (Choose the best answer.)

- * to ensure the email addresses are in the Unsubscribe table, but not in the Contact table
- * to ensure the email addresses will not receive promotional emails, but that they still receive transactional emails
- * to ensure the email addresses are added to the Excluded Domains
- * to ensure the email addresses are added to the Master Exclude

NEW QUESTION 27

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

NEW QUESTION 28

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

- * at least one check box field on the form
- * form HTML

- * tracking script HTML, including required hidden fields
- * post URL action
- * a list of all processing steps on the Eloqua form

NEW QUESTION 29

Which action does Strict 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 30

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.


NEW QUESTION 31



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:


Description of Email Group as it appears to contacts (optional):


Make this Email Group available in Eloqua for Sales



Include this Email Group on the Subscription Management page




D)




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:

Description of Email Group as it appears to contacts (optional):

Make this Email Group available in Eloqua for Sales

Include this Email Group on the Subscription Management page

* Option A

- * Option B
- * Option C
- * Option D

NEW QUESTION 32

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

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