

Oracle 1Z0-340-24

Oracle Eloqua Marketing 2024 Implementation Professional

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Question: 1

Your customer wants to increase the amount of data obtained from gated content. How can this be achieved?

Response:

- A. Use Progressive Profiling to increase data collection from web forms.
- B. Use Advanced segmentation to better target the audience.
- C. Use Dynamic Content to capture additional audience data.
- D. Use Form Validation to improve the quality of incoming data.

Answer: C

Question: 2

Your client wants to know which marketing campaigns are influencing the most closed won opportunities. Which report do you recommend?

Response:

- A. Campaign Analysis
- B. Campaign Cost Metrics
- C. Opportunity Overview
- D. Campaign Revenue Analysis

Answer: A

Question: 3

How should you configure an external call to work with Custom Object records?

Response:

- A. Create an external call and set the datatype to Data Card.
- B. Create an external call and set the datatype to Custom Record.
- C. Create an external call and set the datatype to Contact, then ensure that linked data objects is selected.
- D. Create an external call and set the datatype to User.

Answer: B

Question: 4

While configuring the out-of-box subscription management page, your client mentions that they want to include several brand logos in the page. How do you configure this?

Response:

- A. Edit the hyperlink on the email footers to pass an image query string through when the link is clicked.
- B. Create a landing page with a custom subscription form.
- C. Upload a single image with all logos to the Company Defaults area.
- D. Create dynamic content and add it to the subscription management page.

Answer: D

Question: 5

Which is NOT considered a standard data object in Eloqua?

Response:

- A. Opportunities
- B. Accounts
- C. Contacts
- D. Leads

Answer: A

Question: 6

When configuring Account Linkage in Eloqua, which field is used to link Eloqua contacts to Eloqua account records?

Response:

- A. CRM Contact ID
- B. CRM Account ID
- C. Eloqua Account ID
- D. Special Eloqua Company Match

Answer: B

Question: 7

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

Response:

- A. determining the POD
- B. setting up form post urls
- C. setting up Eloqua tracking scripts
- D. configuring integration urls

Answer: A

Question: 8

To set up a new SFTP connection in Eloqua, you need to _____.

Response:

- A. Create a new data Import via the Data Import and Export settings, then configure the Server URL, Username, and Password.
- B. Create a new data Import via the Data Import and Export settings, then configure the Document Root, Username, and Password
- C. Create a new data Import via the Data Import and Export settings, then configure the Server URL, Username, and Server Port. The user will be prompted for password on each upload.
- D. Create a new data Import via the Data Import and Export settings, then configure the Server URL making sure you install the relevant SSL certificate.

Answer: D

Question: 9

Which three are features of Eloqua Engage?

Response:

- A. Reporting capabilities for Sales to see all email and web visit activity
- B. The ability for Sales to add new contacts to the Eloqua database
- C. The ability for Sales to include attachments in personalized emails
- D. The ability for Marketers to build segments for Sales and deploy emails on their behalf
- E. The ability for Sales to customize and send marketing-approved emails

Answer: A,B,C

Question: 10

Your client wants to add a Preference Center page to their main website. What do you recommend?
Response:

- A. Build an Eloqua form for the client's website with processing steps to manage visitor preferences.
- B. Add the Eloqua Subscription Management form code to the page on the client's website.
- C. Link directly to the Eloqua Subscription Management page from the client's website.
- D. Configure the Eloqua Subscription Management page to allow for external access.

Answer: A

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