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Exam : **1Z0-340**

Title : Oracle Eloqua Marketing
Cloud Service 2019
Implementation Essentials

Version : DEMO

1.Which statement is true about IP Warming?

- A. It includes familiar branding and messaging in the email content.
- B. A dedicated IP address is NOT required.
- C. The Campaign Analysis report is the most useful to monitor Spam Unsubscribes during IP Warming.
- D. It takes 8 to 12 weeks.

Answer: A

2.Which is NOT possible within Program Builder?

- A. Send an email to an email address within a custom object record.
- B. Move contacts to a Listener Step within a Program Canvas.
- C. Assign ownership of a contract randomly through a round robin assignment.
- D. Add a re-evaluation frequency to a “No” path of every 10 minutes for one week.

Answer: C

3.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: CE

Explanation:

Reference:

https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EmailEditing/HTMLEmail/CreatingNewEmailsByUploadingHTML.htm

4.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?

- A. update if new value is not blank
- B. update if blank
- C. always update
- D. update if new email address

Answer: B

Explanation:

Reference:

https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ContactFields/Tasks/CreatingContactFields.htm

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

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

Answer: AD

Explanation:

Reference:

https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/CustomObjects/CustomObjects.htm