Oracle
1Z0-340-24

Oracle Eloqua Marketing 2024 Implementation Professional

Questions&AnswersPDF

ForMoreInformation:

https://www.certswarrior.com/

Features:

- ➢ 90DaysFreeUpdates
- ➢ 30DaysMoneyBackGuarantee
- ➢ InstantDownloadOncePurchased
- ➢ 24/7OnlineChat Support
- ➢ ItsLatestVersion

Latest Version: 6.0

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

FULL PRODUCT INCLUDES:

Money Back Guarantee

Instant Download after Purchase

90 Days Free Updates

PDF Format Digital Download

24/7 Live Chat Support

Latest Syllabus Updates

For More Information – Visit link below:

https://www.certswarrior.com

16 USD Discount Coupon Code: U89DY2AQ