



# Oracle

## 1Z0-340 Exam

### Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials Exam

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# Version: 8.0

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**Question: 1**

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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.

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**Answer: A**

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**Question: 2**

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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.

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**Answer: C**

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**Question: 3**

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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

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**Answer: CE**

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Reference:

[https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/EmailEditing/HTMLEmail/CreatingNewEmailsByUploadingHTML.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EmailEditing/HTMLEmail/CreatingNewEmailsByUploadingHTML.htm)

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**Question: 4**

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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

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**Answer: B**

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Reference:

[https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/ContactFields/Tasks/CreatingContactFields.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ContactFields/Tasks/CreatingContactFields.htm)

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**Question: 5**

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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.

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**Answer: AD**

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Reference:

[https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/CustomObjects/CustomObjects.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/CustomObjects/CustomObjects.htm)

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**Question: 6**

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On which domain in an Eloqua email is Domain Key Identified (DKIM) signing performed?

- A. "To" email address
- B. Subsite domain
- C. "Reply-To" email address
- D. User email address
- E. "From" email address

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**Answer: E**

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**Question: 7**

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You are creating a prompted report to be sent on a schedule by an Insight Agent?  
What type of filter do you need to create?

- A. named filter
- B. inline filter
- C. prompted filter
- D. scheduled filter

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**Answer: C**

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Reference:

[https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/Insight/Tasks/CreatingAgents.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Insight/Tasks/CreatingAgents.htm)

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