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# ORACLE 1Z0-340-21

Oracle Eloqua Marketing Implementation Essentials Certification  
Questions & Answers

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## Exam Summary – Syllabus – Questions

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1Z0-340-21

**Oracle Eloqua Marketing 2021 Certified Implementation Specialist**

60 Questions Exam – 70% Cut Score – Duration of 90 minutes

## Table of Contents:

Know Your 1Z0-340-21 Certification Well: .....	2
Oracle 1Z0-340-21 Eloqua Marketing Implementation Essentials Certification Details: .....	2
1Z0-340-21 Syllabus: .....	3
Oracle 1Z0-340-21 Sample Questions: .....	4
Study Guide to Crack Oracle Eloqua Marketing Implementation Essentials 1Z0-340-21 Exam: .....	8

## Know Your 1Z0-340-21 Certification Well:

The 1Z0-340-21 is best suitable for candidates who want to gain knowledge in the Oracle Marketing Cloud. Before you start your 1Z0-340-21 preparation you may struggle to get all the crucial Eloqua Marketing Implementation Essentials materials like 1Z0-340-21 syllabus, sample questions, study guide.

But don't worry the 1Z0-340-21 PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all your queries like-

- What is in the 1Z0-340-21 syllabus?
- How many questions are there in the 1Z0-340-21 exam?
- Which Practice test would help me to pass the 1Z0-340-21 exam at the first attempt?

Passing the 1Z0-340-21 exam makes you Oracle Eloqua Marketing 2021 Certified Implementation Specialist. Having the Eloqua Marketing Implementation Essentials certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

## Oracle 1Z0-340-21 Eloqua Marketing Implementation Essentials Certification Details:

<b>Exam Name</b>	Oracle Eloqua Marketing 2021 Implementation Essentials
<b>Exam Code</b>	1Z0-340-21
<b>Exam Price</b>	USD \$245 (Pricing may vary by country or by localized currency)
<b>Duration</b>	90 minutes
<b>Number of Questions</b>	60
<b>Passing Score</b>	70%
<b>Format</b>	Multiple Choice Questions (MCQ)
<b>Recommended Training</b>	<a href="#">Oracle Eloqua Marketing 2021 Certified Implementation Specialist</a> <a href="#">Become a Certified Eloqua Implementation Specialist</a> <a href="#">Oracle Marketing Learning Subscription</a>

<b>Schedule Exam</b>	<a href="#"><u>Pearson VUE</u></a>
<b>Sample Questions</b>	<a href="#"><u>Oracle Eloqua Marketing 2021 Certified Implementation Specialist (OCS)</u></a>
<b>Recommended Practice</b>	<a href="#"><u>1Z0-340-21 Online Practice Exam</u></a>

## 1Z0-340-21 Syllabus:

Implementation Overview	<ul style="list-style-type: none"> <li>- Describe the major milestones and key deliverables of the available implementation offerings</li> <li>- Explain the documents a client completes during an implementation and the key client attendees required for an implementation</li> </ul>
Eloqua Fundamentals	<ul style="list-style-type: none"> <li>- Generate key reports</li> <li>- Create a segment</li> <li>- Create an email</li> </ul>
Data Model	<ul style="list-style-type: none"> <li>- Describe Eloqua data objects, how they relate to each other and cases for use</li> <li>- Describe the process for adding, capturing, and enhancing data in Eloqua, including the purpose of the AppCloud</li> </ul>
Security Settings	<ul style="list-style-type: none"> <li>- Create Users and customize a security group</li> <li>- Explain the importance of asset permissions and contact level security</li> <li>- Configure company settings</li> </ul>
Branding and Deliverability	<ul style="list-style-type: none"> <li>- Describe the background and methodology for warming dedicated IP addresses</li> <li>- Explain Eloqua's deliverability offerings and identify and explain tasks related to deliverability</li> </ul>
Database Management	<ul style="list-style-type: none"> <li>- Configure contact and account fields and views</li> <li>- Create and configure custom objects and illustrate custom data object services and processing</li> <li>- Implement data standardization initiatives and describe Eloqua's data prioritization features and tools</li> </ul>
Tracking	<ul style="list-style-type: none"> <li>- Describe how Eloqua tracks visitor data and define the tracking script integration process</li> <li>- Configure microsites</li> </ul>
Email Configuration and Preference Management	<ul style="list-style-type: none"> <li>- Describe the subscription and preference management options available within Eloqua</li> <li>- Describe Eloqua settings that support email management and email personalization</li> <li>- Configure an email group</li> <li>- Upload known unsubscribes and hard bounces into a new instance and configure an Eloqua data export</li> </ul>

Form Configuration	<ul style="list-style-type: none"><li>- Integrate an externally hosted form</li><li>- Create a form and identify advanced form techniques</li><li>- Configure a customized landing page</li></ul>
CRM Integration	<ul style="list-style-type: none"><li>- Describe the supported CRM integrations and integration components</li><li>- Troubleshoot common CRM integration issues</li><li>- Set up the data import and data export tool</li><li>- Demonstrate an understanding of the configuration requirements of closed-loop reporting</li></ul>
Automation	<ul style="list-style-type: none"><li>- Describe campaign canvas settings</li><li>- Demonstrate knowledge of program builder and program canvas</li><li>- Create a program in program canvas</li><li>- Create a campaign in campaign canvas</li></ul>
Additional Eloqua Services	<ul style="list-style-type: none"><li>- Configure sales tools</li><li>- Configure custom reports</li><li>- Configure a lead scoring model</li><li>- Demonstrate knowledge of Eloqua AI product capabilities</li></ul>

## Oracle 1Z0-340-21 Sample Questions:

### Question: 1

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

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

**Answer: a**

### Question: 2

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

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

**Answer: c**

**Question: 3**

How can you assign specific security permissions to a single user?

- a) Add the individual to the Users folder under the Group tab, then modify the security settings for that user.
- b) Create that user as a contact, and on the preferences tab in the contact editor window, select the specific security permissions that you would want that person to have.
- c) Navigate to General Settings Configuration in the Security in Settings> Security and assign the necessary permissions.
- d) Create a security group with that specific user on it, and assign it to that user on the user editor window.

**Answer: c**

**Question: 4**

A client wants to set up one subscription page for their consumer brands and another for their enterprise brands. All the emails for both brands use the same three email groups.

How should you configure the subscription management center?

- a) Use two different custom subscription landing pages that both integrate with the existing email groups.
- b) Use a query string to personalize the URL for the subscription landing page.
- c) Select Split Email Group from the drop-down menu under Setup> Email Groups.
- d) Select Create New Subscription Center under Global Subscription Management.

**Answer: a**

**Question: 5**

In which two ways can you customize email content by using a custom object record?

- a) Link the email to the segment you wish to target in your campaign. By providing references to a custom object, the email will be personalized.
- b) Edit the HTML to allow customization based on contact field values.
- c) Set dynamic content rules based on a contact's Account field value.
- d) Set dynamic content rules based on a linked contact's custom object field value.
- e) Insert a field merge into the email.

**Answer: b, e**

**Question: 6**

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?

- 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: 7**

Your client is ready to activate a second lead scoring model for a new line of business. How do you proceed?

- a) Activate the new model and begin using both lead scores.
- b) Do a full export of the contact database and all activities.
- c) Pause CRM integration until Sales and Marketing have time to review scoring reports.
- d) Pause CRM integration until at least 24 hours after the new model is activated.
- e) Deactivate the other model that is currently running.

**Answer: a**

**Question: 8**

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

- a) 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.
- 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, Username, and Password.

**Answer: a**

**Question: 9**

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

- a) CRM Account ID
- b) CRM Contact ID
- c) Eloqua Account ID
- d) Special Eloqua Company Match

**Answer: a**

**Question: 10**

Which three are features of Eloqua Engage?

- 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**

## Study Guide to Crack Oracle Eloqua Marketing Implementation Essentials 1Z0-340-21 Exam:

- Getting details of the 1Z0-340-21 syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the 1Z0-340-21 exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the Oracle provided training for 1Z0-340-21 exam could be of much help. If there is specific training for the exam, you can discover it from the link above.
- Read from the 1Z0-340-21 sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.
- Practicing on 1Z0-340-21 practice tests is must. Continuous practice will make you an expert in all syllabus areas.

### Reliable Online Practice Test for 1Z0-340-21 Certification

Make DBExam.com your best friend during your Oracle Eloqua Marketing 2021 Implementation Essentials exam preparation. We provide authentic practice tests for the 1Z0-340-21 exam. Experts design these online practice tests, so we can offer you an exclusive experience of taking the actual 1Z0-340-21 exam. We guarantee you 100% success in your first exam attempt if you continue practicing regularly. Don't bother if you don't get 100% marks in initial practice exam attempts. Just utilize the result section to know your strengths and weaknesses and prepare according to that until you get 100% with our practice tests. Our evaluation makes you confident, and you can score high in the 1Z0-340-21 exam.

**Start Online Practice of 1Z0-340-21 Exam by visiting URL**

**<https://www.dbexam.com/oracle/1z0-340-21-oracle-eloqua-marketing-2021-implementation-essentials>**