



# ORACLE 1Z0-340-21

Oracle Eloqua Marketing Implementation Essentials Certification  
Questions & Answers

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1Z0-340-21

**Oracle Eloqua Marketing 2021 Certified Implementation Specialist**

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

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## Discover More about the 1Z0-340-21 Certification

Are you interested in passing the Oracle 1Z0-340-21 exam? First discover, who benefits from the 1Z0-340-21 certification. The 1Z0-340-21 is suitable for a candidate if he wants to learn about Oracle Marketing Cloud. Passing the 1Z0-340-21 exam earns you the Oracle Eloqua Marketing 2021 Certified Implementation Specialist title.

While preparing for the 1Z0-340-21 exam, many candidates struggle to get the necessary materials. But do not worry; your struggling days are over. The 1Z0-340-21 PDF contains some of the most valuable preparation tips and the details and instant access to useful 1Z0-340-21 study materials just at one [click](#).

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

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

## Broaden Your Knowledge with Oracle 1Z0-340-21 Sample Questions:

### Question: 1

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**

### Question: 2

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

- 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: 3**

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: 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?

- 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**

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: 6**

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: 7**

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: 8**

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: 9**

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

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

**Answer: b**

**Question: 10**

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

- 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**



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

- Find out about the 1Z0-340-21 syllabus topics. Visiting the official site offers an idea about the exam structure and other important study resources. Going through the syllabus topics help to plan the exam in an organized manner.
- Once you are done exploring the [1Z0-340-21 syllabus](#), it is time to plan for studying and covering the syllabus topics from the core. Chalk out the best plan for yourself to cover each part of the syllabus in a hassle-free manner.
- A study schedule helps you to stay calm throughout your exam preparation. It should contain your materials and thoughts like study hours, number of topics for daily studying mentioned on it. The best bet to clear the exam is to follow your schedule rigorously.
- The candidate should not miss out on the scope to learn from the 1Z0-340-21 training. Joining the Oracle provided training for 1Z0-340-21 exam helps a candidate to strengthen his practical knowledge base from the certification.
- Learning about the probable questions and gaining knowledge regarding the exam structure helps a lot. Go through the [1Z0-340-21 sample questions](#) and boost your knowledge
- Make yourself a pro through online practicing the syllabus topics. 1Z0-340-21 practice tests would guide you on your strengths and weaknesses regarding the syllabus topics. Through rigorous practicing, you can improve the weaker sections too. Learn well about time management during exam and become confident gradually with practice tests.

### Career Benefits:

Passing the 1Z0-340-21 exam, helps a candidate to prosper highly in his career. Having the certification on the resume adds to the candidate's benefit and helps to get the best opportunities.

## Here Is the Trusted Practice Test for the 1Z0-340-21 Certification

DBExam.com is here with all the necessary details regarding the 1Z0-340-21 exam. We provide authentic practice tests for the 1Z0-340-21 exam. What do you gain from these practice tests? You get to experience the real exam-like questions made by industry experts and get a scope to improve your performance in the actual exam. Rely on DBExam.com for rigorous, unlimited two-month attempts on the [1Z0-340-21 practice tests](#), and gradually build your confidence. Rigorous practice made many aspirants successful and made their journey easy towards grabbing the Oracle Eloqua Marketing 2021 Certified Implementation Specialist.

**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>**