



ORACLE 1Z0-340-21 STUDY GUIDE PDF

Grab the Oracle Eloqua Marketing Implementation Essentials
Certification PDF Questions & Answers

[Details of the Exam-Syllabus-Questions](#)

1Z0-340-21

Oracle Eloqua Marketing 2021 Certified Implementation Specialist

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

Table of Contents:

Get an Overview of the 1Z0-340-21 Certification:	2
Why Should You Earn the Oracle 1Z0-340-21 Certification?	2
What Is the Oracle 1Z0-340-21 Eloqua Marketing Implementation Essentials Certification Exam Structure? .	3
Enhance Knowledge with 1Z0-340-21 Sample Questions:	3
What Study Guide Works Best in Acing the Oracle 1Z0-340-21 Eloqua Marketing Implementation Essentials Certification?	7
Explore the Syllabus Topics and Learn from the Core:	7
Make Your Schedule:	7
Get Expert Advice from the Training:	7
Get Access to the PDF Sample Questions:	7
Avoid Dumps and Utilize the Oracle 1Z0-340-21 Practice Test:.....	8

Get an Overview of the 1Z0-340-21 Certification:

Who should take the [1Z0-340-21 exam](#)? This is the first question that comes to a candidate's mind when preparing for the Eloqua Marketing Implementation Essentials certification. The 1Z0-340-21 certification is suitable for candidates who are keen to earn knowledge on the Oracle Marketing Cloud and grab their Oracle Eloqua Marketing 2021 Certified Implementation Specialist. When it is about starting the preparation, most candidates get confused regarding the study materials and study approach. But 1Z0-340-21 study guide PDF is here to solve the problem. 1Z0-340-21 PDF combines some effective sample questions and offers valuable tips to pass the exam with ease.

Why Should You Earn the Oracle 1Z0-340-21 Certification?

There are several reasons why one should grab the 1Z0-340-21 certification.

- The Eloqua Marketing Implementation Essentials certification proves to be one of the most recognized certifications.
- The certification badge proves the knowledge of the candidate regarding subject matters and makes his resume presentable to potential candidates.
- Thus earning the [Oracle Eloqua Marketing 2021 Certified Implementation Specialist](#) is a powerful qualification for a prosperous career.

What Is the Oracle 1Z0-340-21 Eloqua Marketing Implementation Essentials Certification Exam Structure?

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	Oracle Eloqua Marketing 2021 Certified Implementation Specialist Become a Certified Eloqua Implementation Specialist Oracle Marketing Learning Subscription
Schedule Exam	Pearson VUE
Sample Questions	Oracle Eloqua Marketing 2021 Certified Implementation Specialist (OCS)
Recommended Practice	1Z0-340-21 Online Practice Exam

Enhance Knowledge with 1Z0-340-21 Sample Questions:

Question: 1

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: 2

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: 3

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: 4

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: 5

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: 6

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: 7

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 filed value.
- d) Set dynamic content rules based on a linked contact's custom object filed value.
- e) Insert a field merge into the email.

Answer: b, e

Question: 8

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: 9

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

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

What Study Guide Works Best in Acing the Oracle 1Z0-340-21 Eloqua Marketing Implementation Essentials Certification?

The 1Z0-340-21 study guide is a combination of some proven study tips and the combination of all valuable study materials like sample questions, syllabus and practice tests in one place.

Explore the Syllabus Topics and Learn from the Core:

If you are determined to earn success in the Eloqua Marketing Implementation Essentials exam, getting in full touch of the [syllabus](#) is mandatory. During preparation, you might not like all syllabus sections or topics, but try to get at least the fundamental knowledge from the sections you don't like. The more you possess knowledge on all syllabus sections, the more is the chance to attempt maximum number of questions during the actual exam.

Make Your Schedule:

Studying and completing the syllabus becomes easier, if you work on the syllabus topics after making a schedule. Your syllabus must mention what areas you want to cover and within what time. Once you make a schedule and follow it regularly, syllabus completion becomes easier and preparation becomes smoother.

Get Expert Advice from the Training:

Do not forget to join the Oracle 1Z0-340-21 training if it is providing any. Training enhances the practical knowledge of a candidate, which helps them to work well in the practical field during projects.

Get Access to the PDF Sample Questions:

If your study material is in a [PDF format](#) or the materials are mobile-friendly, what could be better than that? Get access to the free sample questions and keep enhancing your knowledge beyond the syllabus.

Avoid Dumps and Utilize the Oracle 1Z0-340-21 Practice Test:

Why should you rely on practice tests? The reason is simple: you must get familiar with the exam pattern before reaching the exam hall. An aspirant aware of the exam structure and time management during the exam preparation can perform well in the actual exam and attempt the maximum number of questions during the exam.

Many aspirants prefer to read from dumps, but they miss out on the self-assessment method. Therefore, 1Z0-340-21 practice tests always stand out to be the better choice than dumps PDF.

Avail the Proven 1Z0-340-21 Practice Test for Success!!!

Do you want to pass the 1Z0-340-21 exam on your first attempt? Stop worrying; we, DBExam.com are here to provide you the best experience during your Oracle Eloqua Marketing 2021 Implementation Essentials preparation. Try out our free mock tests to get a glimpse of our quality study materials, and build your confidence with the premium [1Z0-340-21 practice tests](#). Our expert-designed questions help you to improve performance and pass the exam on your first attempt.