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Exam : **1Z0-340-25**

Title : Oracle Eloqua Marketing 2025
Implementation Professional

Vendor : Oracle

Version : DEMO

NO.1 What is the purpose of A/B testing when creating an email in Eloqua?

- A. To test different email subject lines
- B. To test different sender names
- C. To test different email delivery times
- D. To test different email designs

Answer: A

Explanation:

A/B testing, also known as split testing, is a method used in Eloqua to test various elements of an email, including subject lines, to determine which version performs better. By creating different variations of an email and sending them to a selected sample size of the target audience, you can gather data and insights on which subject line generates higher open rates or click-through rates, allowing you to optimize your email campaigns.

NO.2 Which of the following Oracle Eloqua features allows you to schedule an export of contacts on a regular basis?

- A. Program Builder
- B. Data Export
- C. Contact Washing Machine
- D. Segmentation

Answer: B

Explanation:

The Data Export feature in Oracle Eloqua allows you to schedule regular exports of contacts from your database. This feature helps automate the process of exporting contact data for further analysis or integration with other systems.

NO.3 What is the primary reason for including a representative from the IT department as an attendee in an Oracle Eloqua marketing implementation?

- A. To analyze marketing data and provide insights
- B. To coordinate internal communication and train end users
- C. To provide technical support during the implementation process
- D. To generate creative content for marketing campaigns

Answer: C

Explanation:

The primary reason for including a representative from the IT department as an attendee in an Oracle Eloqua marketing implementation is to provide technical support. The IT department representative can offer expertise and assistance in setting up the necessary infrastructure, integrating with other systems, troubleshooting technical issues, and ensuring a smooth implementation process. They play a crucial role in ensuring that the marketing automation platform is properly implemented and aligned with the organization's IT infrastructure and requirements.

NO.4 What is the purpose of using Oracle Eloqua's CRM Integration App?

- A. To streamline the integration process with popular CRM systems
- B. To provide real-time updates from the CRM system into Eloqua
- C. To automate lead generation and scoring

D. To export data from Eloqua to the CRM system

Answer: A

Explanation:

Oracle Eloqua's CRM Integration App is designed to streamline the integration process with popular CRM systems. It provides pre-built connectors and workflows that facilitate the setup and configuration of the integration. By using the CRM Integration App, users can save time and effort in establishing the connection between Eloqua and their CRM system, ensuring a smoother integration experience. While Eloqua offers features for lead generation, scoring, real-time updates, and data export to CRM systems, those functionalities are not specific to the CRM Integration App.

NO.5 How can users track the status of a data export job in Oracle Eloqua?

A. By searching for the exported file in their local file system.

B. By reviewing the job completion email sent by Oracle Eloqua.

C. By checking the data export history in the Administration section.

D. By navigating to the Data Export Dashboard under the Analytics section.

Answer: C

Explanation:

Oracle Eloqua provides users with a data export history log in the Administration section. This log displays the details of all data export jobs, including their status (e.g., completed, in progress, failed), start time, end time, and any errors encountered during the export process. By referring to this history, users can track the progress and status of their data export jobs.

NO.6 When importing a contact list into Oracle Eloqua, which field is commonly used to uniquely identify each contact?

A. First Name

B. Last Name

C. Company Name

D. Email Address

Answer: D

Explanation:

When importing a contact list into Oracle Eloqua, the Email Address field is commonly used to uniquely identify each contact. This field serves as the primary identifier for contacts in the system and is essential for effective communication and tracking.

NO.7 What is the purpose of using the Test option when creating a new campaign in Oracle Eloqua?

A. To test different subject lines and content variations

B. To test the campaign automation and workflows before launching it to the full audience

C. To test the visual design and layout of the campaign emails

D. To randomly select a sample of contacts from the target audience for testing purposes

Answer: B

Explanation:

The Test option in Oracle Eloqua allows marketers to test the campaign automation and workflows before they are launched to the entire audience. This helps ensure the effectiveness and accuracy of the campaign before it reaches the target audience.

NO.8 What is the purpose of a data model in Oracle Eloqua?

- A. To automate data validation and cleansing processes.
- B. To provide a visual representation of the database structure.
- C. To define the relationships between data tables and fields.
- D. To streamline data integration with external systems.

Answer: C

Explanation:

One of the main purposes of a data model in Oracle Eloqua is to define the relationships between different data tables and fields. This helps establish the logical connections and dependencies between data elements, allowing for efficient and accurate retrieval, storage, and manipulation of data within the platform.

NO.9 What is the main goal of an implementation overview?

- A. To showcase the benefits and ROI of implementing Oracle Eloqua Marketing.
- B. To provide step-by-step instructions for using Oracle Eloqua Marketing.
- C. To troubleshoot common issues during the implementation process.
- D. To outline the project plan and timeline for the implementation.

Answer: D

Explanation:

The main goal of an implementation overview is to outline the project plan and timeline for integrating Oracle Eloqua Marketing into an organization's existing systems. It provides a roadmap for the implementation process, including key milestones, tasks, and deliverables, ensuring that all stakeholders are aligned and aware of the project's scope and timeline.

NO.10 What is the role of workflows in Oracle Eloqua Automation?

- A. To manually track website visitor behavior.
- B. To automate and sequence marketing activities.
- C. To manually manage contact lists.
- D. To manually create email templates.

Answer: B

Explanation:

Workflows in Oracle Eloqua Automation are used to automate and sequence marketing activities. They enable marketers to create a series of automated actions, such as sending emails, updating contact data, and assigning leads to sales, based on predefined triggers and conditions. This helps to streamline and optimize marketing processes.

NO.11 Which data export format is supported by Oracle Eloqua?

- A. XML
- B. All of the above
- C. TXT
- D. CSV

Answer: B

Explanation:

Oracle Eloqua supports multiple data export formats, including XML, CSV (Comma-Separated Values),

and TXT (Plain Text). Users can choose the most suitable format based on their requirements and the compatibility with their preferred data analysis or reporting tools.

NO.12 What is the purpose of IP tracking in Eloqua?

- A. To track the physical location of website visitors
- B. To identify trends and patterns in lead behavior
- C. To monitor the performance of email deliveries
- D. To measure the effectiveness of advertising campaigns

Answer: A

Explanation:

IP tracking in Eloqua enables you to identify the physical location of your website visitors based on their IP addresses. This information can be useful for various purposes, such as segmenting contacts based on their geographical location, personalizing content based on location, or analyzing regional trends in lead behavior.

NO.13 What is the main purpose of subscription and preference management within Eloqua?

- A. To increase spam complaints and unsubscribe rates.
- B. To avoid sending targeted communications to subscribers.
- C. To prevent subscribers from managing their own preferences.
- D. To improve deliverability of emails.

Answer: D

Explanation:

The primary purpose of subscription and preference management within Eloqua is to improve the deliverability of emails. By allowing subscribers to manage their preferences, marketers can ensure that they receive emails that are relevant to their interests. This not only enhances subscriber engagement but also reduces the risk of emails being marked as spam or unsubscribing. This feature is crucial for maintaining a positive sender reputation and delivering targeted communications to engaged subscribers.

NO.14 Which option is used to configure the overall security settings for an Eloqua instance?

- A. Database Integration
- B. Email Setup
- C. External Calls
- D. Users & Security

Answer: D

Explanation:

The "Users & Security" option in Eloqua is used to configure the overall security settings for an instance. It allows you to manage user accounts, roles, permissions, and set up security features such as IP restrictions and session duration.

NO.15 Which of the following is an advanced form technique in Oracle Eloqua?

- A. Single-field form
- B. Basic validation on form fields
- C. Form submission confirmation message

D. Progressive profiling

Answer: D

Explanation:

Progressive profiling is an advanced form technique in Oracle Eloqua. It allows marketers to capture additional information about a lead over time by showing different form fields on subsequent visits or interactions. This technique helps in gathering more detailed and targeted information from leads without overwhelming them with too many form fields at once.

NO.16 Which document does a client complete to define the detailed technical specifications and configurations required for the implementation?

A. Technical Design Document (TDD)

B. User Acceptance Testing (UAT) Script

C. Project Plan

D. Business Requirements Document (BRD)

Answer: A

Explanation:

The Technical Design Document (TDD) is completed by the client to define the detailed technical specifications and configurations required for the implementation. It includes information such as system architecture, integrations, workflows, customizations, and security considerations.