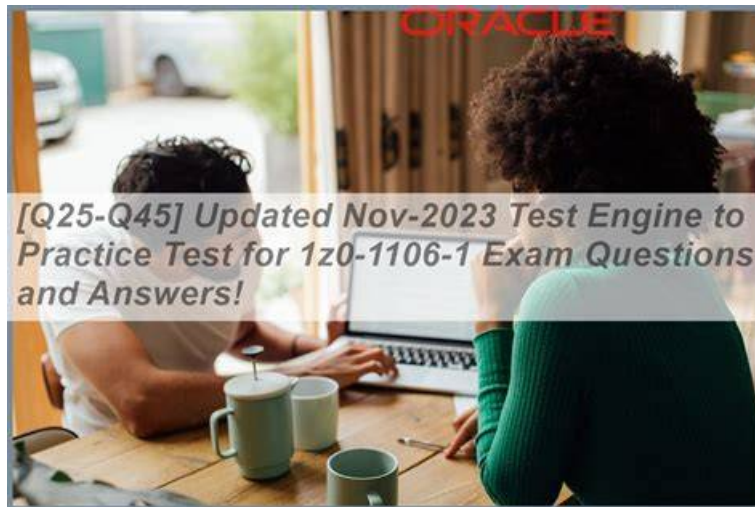


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## Oracle 1Z0-340-25 Exam Syllabus Topics:

| Section                                 | Weight | Objectives                                                                                                                                                                                                                                        |
|-----------------------------------------|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Eloqua Platform Setup and Configuration | 20%    | <ul style="list-style-type: none"><li>- User and role management</li><li>- Global configuration and settings</li><li>- System administration and security settings</li><li>- CRM integration setup and configuration</li></ul>                    |
| Integrations and Advanced Features      | 20%    | <ul style="list-style-type: none"><li>- Web tracking and landing pages</li><li>- App Cloud and extended capabilities</li><li>- Reporting, analytics and closed-loop reporting</li><li>- Deliverability best practices and configuration</li></ul> |
| Email Marketing and Deliverability      | 20%    | <ul style="list-style-type: none"><li>- Subscription management and compliance</li><li>- Email creation and template design</li><li>- Segmentation and data filtering</li></ul>                                                                   |
| Data Management                         | 20%    | <ul style="list-style-type: none"><li>- Data import, export and validation</li><li>- Contact and account data structure</li><li>- Automation rules and workflows</li></ul>                                                                        |
| Campaign and Automation                 | 20%    | <ul style="list-style-type: none"><li>- Campaign Canvas and Program Builder</li><li>- Lead lifecycle management and scoring</li></ul>                                                                                                             |

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## Actualtests4sure Oracle 1Z0-340-25 Web-based Practice Exam

The "Actualtests4sure" is committed to making the entire Oracle 1Z0-340-25 exam preparation process instant and successful. To achieve these objectives the "Actualtests4sure" is offering real, valid, and updated Oracle Eloqua Marketing 2025 Implementation Professional (1Z0-340-25) exam practice test questions in three high in demand formats. These formats are Oracle 1Z0-340-25 PDF dumps files, desktop practice test software, and web-based practice test software. All these 1Z0-340-25 Exam Questions formats contain the real Oracle Eloqua Marketing 2025 Implementation Professional (1Z0-340-25) exam practice test questions that assist you in preparation and you will feel confident to pass the final Oracle 1Z0-340-25 exam easily.

## Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q22-Q27):

### NEW QUESTION # 22

Which of the following statements is true about contact and account fields in Oracle Eloqua?

- A. Contact and account fields cannot be grouped together in sections.
- B. Contact and account fields cannot be deleted once they are created.
- C. Contact and account fields can be made required for data entry.
- D. Contact and account fields can only be used for data entry and cannot be used for segmentation.

**Answer: C**

Explanation:

In Oracle Eloqua, contact and account fields can be made required, meaning they must be filled in when entering data. This helps ensure that important information is not missed or overlooked.

### NEW QUESTION # 23

Which Oracle Eloqua feature allows contacts to manage their email preferences?

- A. Email Forwarding
- B. Preference Center
- C. Email Footer
- D. Email Group

**Answer: B**

Explanation:

The Preference Center in Oracle Eloqua is a feature that allows contacts to manage their email preferences. It provides a self-service portal where contacts can choose their communication preferences, such as opting in or out of specific email categories or selecting the frequency of emails they wish to receive. The Preference Center is an essential tool for empowering contacts to control their email preferences.

### NEW QUESTION # 24

Which of the following Oracle Eloqua features allows you to schedule an export of contacts on a regular basis?

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

**Answer: A**

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.

### NEW QUESTION # 25

Which of the following methods can be used to integrate Oracle Eloqua with a CRM system?

- A. All of the above
- B. Web Data Lookup
- C. API-based Integration
- D. Data Import/Export

**Answer: A**

Explanation:

Oracle Eloqua offers various methods for integrating with CRM systems. The Web Data Lookup method allows Eloqua to fetch data from an external CRM system using HTTP requests. API-based Integration involves using the CRM system's API to establish a connection and exchange data with Eloqua. Lastly, the Data Import/Export method involves exporting data from Eloqua to a file, manipulating it externally, and then importing it into the CRM system. All these methods offer different ways to integrate Eloqua with CRM systems depending on the specific requirements and capabilities of the systems involved. 3)

#### NEW QUESTION # 26

How many attendees are typically required for an Oracle Eloqua marketing implementation?

- A. One
- B. Two
- C. It varies depending on the size and complexity of the implementation
- D. Three

**Answer: C**

Explanation:

The number of attendees required for an Oracle Eloqua marketing implementation can vary depending on the size and complexity of the project. Smaller implementations may only require one or two attendees, while larger and more complex implementations might require a team of three or more individuals with various roles and expertise. The number of attendees should be determined based on the specific needs and requirements of each implementation project.

#### NEW QUESTION # 27

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