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## Free PDF Quiz 2026 Oracle High Pass-Rate 1Z0-340-25: Training Oracle Eloqua Marketing 2025 Implementation Professional Online

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## Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q116-Q121):

### NEW QUESTION # 116

Which component of Oracle Eloqua enables tracking and analysis of website visitor behavior?

- A. Social Suite
- B. Analytics
- C. Profiler
- D. Web Personalization

**Answer: D**

Explanation:

The Web Personalization component of Oracle Eloqua allows businesses to track and analyze visitor behavior on their website. It provides insights into visitor engagement, interests, and preferences, enabling personalized experiences and targeted messaging.

### NEW QUESTION # 117

How can you track the source of a lead in Eloqua?

- A. Enable the lead source tracking feature in Eloqua
- B. Register the lead's source manually in the Eloqua database

- C. Use UTM parameters to track the lead's source
- D. Link the lead's source to the CRM system

**Answer: C**

Explanation:

UTM parameters are tags added to your website URLs that allow you to track the source, medium, campaign, and other details of a lead's visit. By including UTM parameters in your URLs, you can capture information about the lead's source, such as the referring website or specific marketing campaign, and track it within Eloqua.

#### **NEW QUESTION # 118**

Where can you configure the default email footer for all emails sent from an Eloqua instance?

- A. Users & Security > Email Footer
- B. Company Settings > Email Defaults
- C. Database Integration > Email Footer
- D. Email Setup > Email Defaults

**Answer: B**

Explanation:

The default email footer for all emails sent from an Eloqua instance can be configured in "Company Settings > Email Defaults". This setting allows you to define a standardized footer that will automatically be added to all outgoing emails.

#### **NEW QUESTION # 119**

Which of the following roles can access Security Settings in Oracle Eloqua?

- A. Database User
- B. Sales User
- C. Marketing User
- D. Administrator

**Answer: D**

Explanation:

Only users with the Administrator role have access to the Security Settings in Oracle Eloqua. The Administrator role allows users to configure and manage security settings, user access, and permissions within the platform.

#### **NEW QUESTION # 120**

What is the purpose of a campaign canvas in Eloqua?

- A. A campaign canvas is used to manage the reporting and analytics of marketing campaigns in Eloqua.
- B. A campaign canvas is used to integrate third-party applications with Eloqua for campaign execution.
- C. A campaign canvas is used to design the overall flow and logic of a marketing campaign in Eloqua.
- D. A campaign canvas is used to automate email marketing campaigns in Eloqua.

**Answer: C**

Explanation:

In Eloqua, a campaign canvas is a visual tool that allows marketers to design and map out the flow and logic of a marketing campaign. It enables the creation of multi-step, multi-channel campaigns by defining the sequence of actions, conditions, triggers, and decision points. The campaign canvas helps marketers create efficient and targeted campaigns by visualizing the campaign's structure and adjusting it as needed.

#### **NEW QUESTION # 121**

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