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Oracle 1Z0-340-22 Oracle Eloqua Marketing 2025 Implementation Professional

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Oracle 1z0-340-22 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Explain the document's a small computer during an implementation and the key point when level requires for an organization. Describe about common CRM integration issues.
Topic 2	<ul style="list-style-type: none"> Install a new implementation and there requires into a new instance and configure an Eloqua data report. Describe how Eloqua tracks about data and define the tracking script integration process.

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2025 Implementation Professional Questions

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Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q100-Q105):

NEW QUESTION # 100

What is the purpose of lead scoring in Oracle Eloqua?

- A. To segment leads into different categories based on their demographics
- **B. To assign a value to each lead based on their likelihood to make a purchase**
- C. To track the number of leads generated through marketing campaigns
- D. To measure the effectiveness of email deliverability

Answer: B

Explanation:

Lead scoring in Oracle Eloqua is used to assign a value to each lead based on their behavior, demographics, and engagement with marketing content. This allows marketers to prioritize and focus their efforts on leads that are more likely to convert into customers.

NEW QUESTION # 101

Which statement accurately describes the subscription and preference management options available within Eloqua?

- A. Eloqua offers limited subscription and preference management options through third-party integrations.
- B. Eloqua does not offer any subscription or preference management options.
- **C. Subscription and preference management options within Eloqua allow marketers to automatically manage subscriber preferences and send targeted communications.**
- D. Subscription and preference management options in Eloqua can only be accessed by advanced users with a separate subscription.

Answer: C

Explanation:

Eloqua provides built-in subscription and preference management options that allow marketers to collect and manage subscriber preferences. These options allow marketers to automate subscriber management and ensure that they receive targeted and relevant communications based on their preferences. The subscription and preference management options are an essential feature of Eloqua that enables marketers to enhance subscriber engagement and deliver personalized experiences.

NEW QUESTION # 102

Which Oracle Eloqua feature provides insights into the engagement and activity of leads for sales teams?

- **A. Eloqua Profiler**
- B. Eloqua Engage
- C. Eloqua Content Syndication
- D. Eloqua Sales Tools

Answer: A

Explanation:

Eloqua Profiler is a feature in Oracle Eloqua that provides insights into the engagement and activity of leads that are managed within Eloqua. It allows sales teams to see detailed information about leads, such as their behavior on the website, email interactions, and form submissions. By leveraging Eloqua Profiler, sales teams can have a deeper understanding of their leads' interests and activities, which can help them tailor their communication and sales approach accordingly.

NEW QUESTION # 103

Which data is typically captured and analyzed in closed-loop reporting?

- A. Lead demographics and firmographics
- B. Email open and click-through rates
- C. Website traffic metrics
- D. Social media engagement metrics

Answer: A

Explanation:

Closed-loop reporting involves capturing and analyzing lead data throughout the marketing and sales funnel. This includes information such as lead demographics (e.g., age, gender, location) and firmographics (e.g., company size, industry). By understanding the characteristics of converted leads, marketers can tailor their campaigns to target similar prospects and improve overall conversion rates.

NEW QUESTION # 104

Which of the following best describes the concept of "email deliverability"?

- A. The percentage of emails successfully delivered to recipients' inboxes
- B. The total number of emails sent by an organization
- C. The number of times an email is opened by recipients
- D. The average response rate to an email campaign

Answer: A

Explanation:

Email deliverability refers to the ability of an email to reach the intended recipients' inboxes. It is measured as the percentage of emails that successfully bypass spam filters and other obstacles, arriving in the recipients' inboxes. Achieving high deliverability rates ensures that the intended audience receives and interacts with the email content.

NEW QUESTION # 105

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