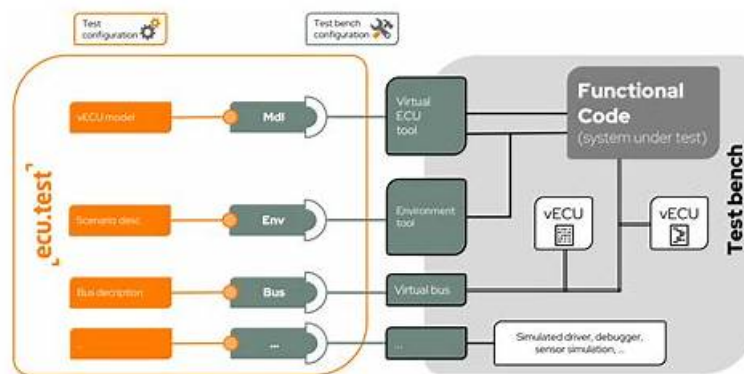


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Oracle 1Z0-340-25 Exam Syllabus Topics:

Section	Weight	Objectives
Topic 1: Data Management	20%	- Contact and account data structure - Segmentation and data filtering - Data import, export and validation
Topic 2: Email Marketing and Deliverability	20%	- Deliverability best practices and configuration - Email creation and template design - Subscription management and compliance
Topic 3: Eloqua Platform Setup and Configuration	20%	- User and role management - System administration and security settings - Global configuration and settings
Topic 4: Campaign and Automation	20%	- Automation rules and workflows - Campaign Canvas and Program Builder - Lead lifecycle management and scoring
Topic 5: Integrations and Advanced Features	20%	- Web tracking and landing pages - App Cloud and extended capabilities - Reporting, analytics and closed-loop reporting - CRM integration setup and configuration

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Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q62-Q67):

NEW QUESTION # 62

Which Oracle Eloqua feature allows sales teams to share and track marketing-approved email templates with prospects?

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

Answer: D

Explanation:

Eloqua Engage is a feature in Oracle Eloqua that enables sales teams to share marketing-approved email templates with prospects. It allows sales representatives to access and customize pre-built email templates that ensure brand consistency and compliance with marketing-approved messaging. Furthermore, Eloqua Engage provides tracking and analytics capabilities, allowing sales teams to monitor email performance and engagement metrics such as opens, clicks, and replies.

NEW QUESTION # 63

What is the primary function of the 'Contact Washing Machine' in Oracle Eloqua?

- A. Segmentation of contacts based on specific criteria
- B. Automating lead nurturing campaigns
- C. Importing contacts from external sources
- D. Cleaning and maintaining contact data hygiene

Answer: D

Explanation:

The Contact Washing Machine is a feature in Oracle Eloqua that helps clean and maintain the hygiene of contact data. It can be used to remove duplicates, standardize data formats, validate email addresses, and perform other data cleansing operations to ensure the accuracy and quality of your contact database.

NEW QUESTION # 64

Which of the following actions can you take based on lead scoring in Oracle Eloqua?

- A. All of the above.
- B. Send personalized content based on lead score segments.
- C. Automatically route high-scoring leads to the sales team.
- D. Trigger automated marketing campaigns based on lead score thresholds.

Answer: A

Explanation:

Oracle Eloqua allows you to take various actions based on lead scoring. You can automatically route high-scoring leads to the sales team for immediate follow-up, send personalized content tailored to specific lead score segments, and trigger automated marketing campaigns based on lead score thresholds. These actions help optimize lead management and ensure timely and relevant engagement with leads based on their scores.

NEW QUESTION # 65

During an implementation, which document is typically completed by the client to define the roles and responsibilities of both the client and the implementation team?

- A. Project Closure Document
- B. Change Management Plan
- C. Statement of Work (SOW)

- D. Communication Plan

Answer: C

Explanation:

The Statement of Work (SOW) is typically completed by the client during an implementation to define the roles and responsibilities of both the client and the implementation team. It outlines the project deliverables, timelines, resources, and any specific requirements or expectations.

NEW QUESTION # 66

Which Oracle Eloqua program canvas element should you use to pause the flow of contacts for a specific period of time?

- A. Decision Rule
- B. Filter
- **C. Wait Step**
- D. Update Rule

Answer: C

Explanation:

The Wait Step element in Oracle Eloqua program canvas allows you to pause the flow of contacts for a specific period of time. This is useful when you want to implement a delay in your program or wait for a certain event before proceeding with the next step.

NEW QUESTION # 67

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