

1Z0-340-25 - Oracle Eloqua Marketing 2025 Implementation Professional High Hit-Rate PDF Guide



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Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q139-Q144):

NEW QUESTION # 139

Which of the following is a benefit of integrating Oracle Eloqua with a CRM system?

- A. Streamlined data synchronization and management
- B. All of the above
- C. Improved lead nurturing and scoring
- D. Enhanced prospect tracking and reporting

Answer: B

Explanation:

Integrating Oracle Eloqua with a CRM system provides several benefits. Firstly, it allows for improved lead nurturing and scoring by providing a more complete view of the prospect's behavior and engagement. Secondly, it enhances prospect tracking and reporting by capturing data from both Eloqua and the CRM system, providing a holistic view of each prospect's journey. Lastly, it streamlines data synchronization and management by keeping the data consistent between the two systems, eliminating manual data entry and

reducing errors. 2)

NEW QUESTION # 140

Which of the following reports allows you to analyze the effectiveness of email campaigns in Oracle Eloqua?

- A. Email Analysis Report
- B. Event Registration Report
- C. Campaign Canvas Report
- D. Form Submission Report

Answer: A

Explanation:

The Email Analysis Report in Oracle Eloqua provides insights into the performance of email campaigns by displaying metrics such as open rates, click-through rates, conversions, and bounce rates. This report helps marketers track and analyze the effectiveness of their email campaigns and make data-driven decisions for optimization.

NEW QUESTION # 141

What is the purpose of email headers in Oracle Eloqua?

- A. To determine the sending frequency of emails.
- B. To manage preferences and personalization for individual contacts.
- C. To track the performance of email campaigns.
- D. To define the layout and design elements of an email.

Answer: C

Explanation:

Email headers in Oracle Eloqua provide valuable tracking information about an email campaign. They help track the performance of the email, including metrics such as open rates, click-through rates, and bounce rates. This data is crucial for measuring and optimizing the success of email campaigns.

NEW QUESTION # 142

Which of the following is a key configuration requirement of closed-loop reporting in Oracle Eloqua?

- A. Adding HTML forms to landing pages
- B. Creating email campaigns with dynamic content
- C. Integrating Eloqua with third-party CRM systems
- D. Enabling tracking scripts on web pages

Answer: C

Explanation:

Closed-loop reporting involves tracking leads from initial engagement to final conversion in order to measure the effectiveness of marketing efforts. To accomplish this, Eloqua needs to be integrated with the organization's customer relationship management (CRM) system. This integration allows for the transfer of lead data from Eloqua to CRM and vice versa, enabling the tracking and reporting of lead activity throughout the entire marketing and sales funnel.

NEW QUESTION # 143

Which of the following elements can you customize on a landing page in Oracle Eloqua?

- A. Header image
- B. Font style
- C. All of the above
- D. Background color

Answer: C

Explanation:

When configuring a customized landing page on Oracle Eloqua, you have the ability to customize various elements such as the background color, font style, and header image. This allows you to create a visually appealing and personalized landing page that aligns with your branding and messaging.

NEW QUESTION # 144

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