

# 1Z0-340-25 Reliable Dumps Files, 1Z0-340-25 Test Dumps.zip

## 1Z0-340-25

### QUESTION: 4

When creating an email using the Design Editor, which two items are required? (Choose two.)

- Option A : Personalized From Line
- Option B : Email Tracking
- Option C : Email Group
- Option D : Preview Text
- Option E : Subject Line

Correct Answer: A,C

### Explanation/Reference:

Reference: [https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/pdf/OracleEloqua\\_Emails\\_UserGuide.pdf](https://docs.oracle.com/en/cloud/saas/marketing/eloqua-user/pdf/OracleEloqua_Emails_UserGuide.pdf)

### QUESTION: 5

Do emails sent by the "Send Submitter an Email" from processing step follow contact subscription preferences? (Choose the best answer.)

- Option A : These emails are considered transactional and will send if a contact is unsubscribed or on the Master Exclude list.
- Option B : These emails will send depending on the configuration set by the user on the "Send Submitter an Email" processing step.
- Option C : These emails follow contact subscription preferences and if a contact is marked as unsubscribe, they will not receive the email.
- Option D : These emails are considered transactional and will send if a contact is unsubscribed, but not to those on the Master Exclude list.

Correct Answer: B

### QUESTION: 6

Which three client-requested scenario can you configure natively within an Update Rule in Eloqua? (Choose three.)

- Option A : the contact's Job Role contact field with the value listed in the Role field of a linked custom object record

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### Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q140-Q145):

#### NEW QUESTION # 140

In Oracle Eloqua, which report would you use to evaluate the success of your marketing campaigns in terms of leads generated and revenue attributed?

- A. Revenue Performance Report
- B. Contact Activity Report
- C. Campaign Canvas Report
- D. Email Analysis Report

**Answer: A**

Explanation:

The Revenue Performance Report in Oracle Eloqua provides insights into the success of marketing campaigns in terms of leads generated and revenue attributed. It tracks the conversions and revenue generated from campaign activities, allowing marketers to assess the effectiveness of their campaigns in driving revenue. This report is particularly useful for measuring the return on investment (ROI) of marketing efforts.

#### NEW QUESTION # 141

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

**Answer: B**

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 # 142

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. Update Rule
- C. Filter

- **D. Wait Step**

**Answer: D**

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 # 143**

Which of the following is an example of an advanced form rule in Oracle Eloqua?

- A. Displaying a thank you message after form submission
- B. Requiring a specific field to be filled before form submission
- C. Sending a confirmation email to the user after form submission
- **D. Redirecting the user to a different webpage after form submission**

**Answer: D**

Explanation:

An advanced form rule in Oracle Eloqua can include actions like redirecting the user to a different webpage after successful form submission. This feature allows marketers to create custom user experiences by directing users to specific landing pages or providing post-submission instructions based on their form submission.

#### **NEW QUESTION # 144**

What is the purpose of A/B testing when creating an email in Eloqua?

- A. To test different email delivery times
- B. To test different sender names
- **C. To test different email subject lines**
- D. To test different email designs

**Answer: C**

Explanation:

A/B testing, also known as split testing, is a method used in Eloqua to test various elements of an email, including subject lines, to determine which version performs better. By creating different variations of an email and sending them to a selected sample size of the target audience, you can gather data and insights on which subject line generates higher open rates or click-through rates, allowing you to optimize your email campaigns.

#### **NEW QUESTION # 145**

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