

# 1Z0-340-25 Exam Guide - 1Z0-340-25 Study Tools & 1Z0-340-25 Exam Torrent



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## Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q144-Q149):

### NEW QUESTION # 144

Which of the following statements is true about the form template in Oracle Eloqua?

- A. The form template cannot be customized.
- B. The form template can only be modified by Oracle Eloqua administrators.
- C. The form template can be customized using HTML and CSS.
- D. The form template is pre-designed and cannot be modified.

**Answer: C**

Explanation:

In Oracle Eloqua, the form template can be customized using HTML and CSS. This allows users to modify the form to match their branding or design preferences. By editing the code within the template, users can make changes to the layout, styling, and functionality of the form.

### NEW QUESTION # 145

Which of the following is an example of an automated campaign in Oracle Eloqua?

- A. Sending a one-time email blast to all contacts in the database.
- B. Manually exporting a contact list to a CSV file.
- C. Manually updating contact information in the database.
- D. Triggering a series of personalized emails based on a contact's behavior.

**Answer: D**

Explanation:

An automated campaign in Oracle Eloqua involves triggering a series of personalized emails based on a contact's behavior, such as opening an email or visiting a specific page on a website. This type of campaign allows for targeted and relevant communication with contacts, based on their individual actions and interests.

#### NEW QUESTION # 146

What benefits do subscription and preference management options offer to marketers using Eloqua?

- A. Increased manual effort required to manage subscriber preferences.
- B. Reduced ability to send targeted and relevant communications.
- C. Limited control over subscriber preferences and data collection.
- **D. Improved subscriber engagement and higher email open rates.**

**Answer: D**

Explanation:

Subscription and preference management options in Eloqua provide several benefits to marketers, including improved subscriber engagement and higher email open rates. By allowing subscribers to manage their preferences, marketers can send targeted and relevant communications based on their interests. This leads to a more engaged subscriber base, resulting in higher open rates and better campaign performance. Additionally, accurate preference data collected through these options ensures that subscribers receive the most relevant content, increasing their overall satisfaction and engagement with the brand.

#### NEW QUESTION # 147

Which of the following elements can contribute to establishing a strong brand presence in email marketing?

- A. Inconsistent and unpredictable email send frequency
- B. Ignoring audience segmentation and personalization
- C. Sending emails from multiple different email addresses
- **D. Consistent use of colors, logos, and fonts**

**Answer: D**

Explanation:

Consistency is key when it comes to establishing a strong brand presence. By using consistent colors, logos, and fonts across all email marketing efforts, recipients can easily identify and associate the brand with the content they receive. This helps in building trust and brand recognition among the audience.

#### NEW QUESTION # 148

What is the primary benefit of using Oracle Eloqua for marketing campaigns?

- A. Real-time analytics and reporting
- B. Reduced marketing costs
- C. Improved customer relationship management
- **D. Automatic lead capturing and scoring**

**Answer: D**

Explanation:

Oracle Eloqua automates the process of capturing leads and assigning scores based on their engagement with marketing campaigns. This helps prioritize and focus efforts on the most qualified leads for further nurturing and conversion.

#### NEW QUESTION # 149

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What is more difficult is not only passing the Financials in Oracle Eloqua Marketing 2025 Implementation Professional (1Z0-340-25) certification exam, but the acute anxiety and the excessive burden also make the candidate nervous to qualify for the Oracle

