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1Z0-340-25 Exam Registration | Valid Latest Study 1Z0-340-25 Questions: Oracle Eloqua Marketing 2025 Implementation Professional 100% Pass

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Oracle Eloqua Marketing 2025 Implementation Professional Sample Questions (Q119-Q124):

NEW QUESTION # 119

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

- A. Creating email campaigns with dynamic content
- B. Integrating Eloqua with third-party CRM systems

- C. Enabling tracking scripts on web pages
- D. Adding HTML forms to landing pages

Answer: B

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 # 120

When configuring an email group in Oracle Eloqua, which option determines whether the members of the group receive individual emails or a single email with all recipients listed as Bcc (blind carbon copy)?

- A. "Send to Multiple Groups" checkbox
- B. "Email Footer" text box
- C. "Delivery Time" field
- D. "Send Email As" dropdown menu

Answer: D

Explanation:

The "Send Email As" dropdown menu in Oracle Eloqua allows you to select either "Individual Emails" or "Single Email" options. If you choose "Individual Emails," each member of the email group will receive a separate email. On the other hand, if you choose "Single Email," all recipients will receive the email, but their addresses will be listed in the Bcc field to maintain privacy.

NEW QUESTION # 121

When integrating Oracle Eloqua with a CRM system, what is important to ensure accurate data synchronization?

- A. Regular data backups
- B. Open communication between IT teams
- C. Consistent field mappings between systems
- D. Complex data validation rules

Answer: C

Explanation:

To ensure accurate data synchronization between Oracle Eloqua and a CRM system, it is crucial to have consistent field mappings between the two systems. Field mapping defines how data is mapped and transferred between Eloqua and the CRM. If the field mappings are not consistent, data can be misplaced, lost, or misinterpreted, leading to inaccurate synchronization. Regular data backups, open communication between IT teams, and complex data validation rules may also be important in overall data management, but they are not directly related to ensuring accurate data synchronization during integration. 4)

NEW QUESTION # 122

Which setting determines the number of allowed email sends per contact in Oracle Eloqua?

- A. Email Subject Line
- B. Email Sender Name
- C. Email Signature
- D. Email Frequency Cap

Answer: D

Explanation:

The Email Frequency Cap setting in Oracle Eloqua allows you to define the maximum number of emails that can be sent to a contact within a specified time period. This setting helps control the frequency of email sends to prevent overloading contacts with excessive emails.

NEW QUESTION # 123

Which of the following best defines 'Eloqua AI'?

- A. The social media marketing features in Eloqua.
- B. The data analytics functionalities in Eloqua.
- **C. The machine learning capabilities in Eloqua.**
- D. The automated email delivery feature in Eloqua.

Answer: C

Explanation:

Eloqua AI refers to the machine learning capabilities within the Oracle Eloqua marketing automation platform. It uses advanced algorithms and predictive modeling to analyze data and make intelligent recommendations for marketers. This includes features such as lead scoring, content personalization, and campaign optimization based on historical data and customer behavior patterns.

NEW QUESTION # 124

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