

QUESTIONS & ANSWERS

Kill your exam at first Attempt



Oracle

1Z0-349

Oracle Eloqua Marketing Cloud Service 2017 Implementation Essentials

QUESTION: 71

Your client wants to change the font of the out-of-the box subscription management page to match the company branding guidelines. How do you configure this?

- A. Navigation to Setup> Display Formats and choose the desired font from the drop-down list.
- B. Create a custom object to house the font style, then point the subscription page to the object.
- C. Navigate to Setup> Company Defaults and choose the desired font from the drop-down list.
- D. Navigate the Email Groups> Global Subscription Management > Edit& Preview Page.

Answer: D

QUESTION: 72

Which three options can you use to access Eloqua profiler?

- A. CRM
- B. Direct URL
- C. Insight Reporting
- D. The Eloqua application
- E. Eloqua Profiler iOS app

Answer: B, D, E

QUESTION: 73

You are a member of two Custom Security Groups. One group allows you to delete contacts, whereas the other does not. What happens when you try to delete a contact?

- A. You are prompted with an error message stating that you do not have access to delete contacts.
- B. You are asked to contact an administrator to delete the contact.
- C. You are able to delete the contact and remain a member of both Custom Security Groups.
- D. You are able to delete the contact and are removed from the Custom Security Group

that does not allow contact deletion.

Answer: B, C

QUESTION: 74

You have successfully installed the Contact Washing Machine Cloud app in your client's Eloqua instance; however, you cannot see it on the Campaign Canvas. Which step should you perform next in order to see it on the Campaign Canvas?

- A. Relogin to Eloqua.
- B. Move your cursor over the Actions heading and click the right-arrow to show the extended Actions column.
- C. Reinstall the app.
- D. Click Check connection in the App screen.
- E. In the Campaign settings, select Enable Connectors.

Answer: D

QUESTION: 75

Your client has a list of URLs that need to be given a new page tag. Existing page tagging operations should not be affected when applying this tag. Which three elements/changes are needed to achieve this?

- A. A valid CSV file
- B. A valid TSV file
- C. "Include pages that are part of an auto tagging rule" in the upload tags dialog box set to true
- D. "Append existing page tags with uploaded spreadsheet" in the upload tags dialog box set to true
- E. "Include pages that are part of an auto tagging rule" in the upload tags dialog box set to false

Answer: A, D, E

QUESTION: 76

How should you write a status of Not Started for all form submit activities that Eloqua writes to a CRM system?

- A. Edit external calls to change the value from Completed to Not Started and document this on the Activities tab of the client's field mapping spreadsheet.
- B. Add an update rule to Program Builder to populate Status before the Integration Events fire.
- C. Contact Eloqua Product Support to have this changed in the back end.
- D. Do nothing. Activity values cannot be modified.

Answer: A

QUESTION: 77

You are a Customer Administrator. You create a new campaign and want to restrict who is able to edit, delete, and activate the campaign. What should you do after saving the campaign?

- A. By default, only the creator of the asset has full access and no further action is required.
- B. From the campaign, edit access from the Permissions menu option.
- C. From the campaign, edit access from the Settings menu option.
- D. From the Setup> users area, edit access to Asset Creation in Security Group Overview.

Answer: D

QUESTION: 78

Your client has a list of tradeshow attendees. You used External Activities to generate campaign responses for those attendees who requested a demonstration. However, the next day your client has noticed that the campaign responses are not showing up in CRM. What is the reason for this?

- A. There are steps missing from the Campaign Canvas.
- B. The name of the External Asset does not exactly match the name of the Campaign.
- C. The data format on the External Asset upload file was after today's date.
- D. The Last CRM Campaign ID was not uploaded onto the Contract Record.

Answer: A

QUESTION: 79

Your customer is running an event and has distributed the sign-up form to partner companies to use on their websites. Each partner company has your customer's Eloqua tracking script deployed on their website. For reporting purposes, how can the source of the form submission be determined without modifying the Eloqua Form?

- A. Define a query string parameter and make sure it is included in the link to the partner's landing page where the sign-up form is hosted.
- B. Define a query string parameter and make sure it is included in the distributed form code for inclusion on partner's landing page.
- C. Define a query string parameter and pass the information via the API to Eloqua via a form submission event.
- D. Define a data lookup that pre populates the form with the relevant information.

Answer: C

QUESTION: 80

On the subscription management page, your client wants their Email Groups listed in this order: Weekly Newsletters
Monthly Newsletters Events
Product Updates
How do you configure this?

- A. Edit the Name on each Email Group. Groups are displayed on the page alphanumerically based on this field.
- B. Create the Email Groups in order listed. They will be displayed in the same order that they are created.
- C. Edit the Name as it appears to Contacts on each Email Group. Email Groups are displayed on the page alphanumerically based on this field.
- D. Modify the html on the subscription management page to reorder the order of Email Groups.

Answer: D

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