1Z0-349

Oracle Eloqua Marketing Cloud Service 2017 Implementation Essentials

Exam Summary – Syllabus – Questions

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Introduction to 1Z0-349 Exam on Oracle Eloqua Marketing Cloud Service 2017 Implementation Essentials

You can use this exam guide to collect all the information about Oracle Eloqua Marketing Cloud Service 2017 Implementation Essentials (1Z0-349) certification. The Oracle 1Z0-349 certification is mainly targeted to those candidates who has some experience or exposure of Oracle Eloqua Marketing Cloud Service R11 and want to flourish their career with Oracle Eloqua Marketing Cloud Service 2017 Certified Implementation Specialist (OCS) credential. The Oracle Eloqua Marketing Cloud Service 2017 Implementation Essentials certification exam validates your understanding of the Oracle Eloqua Marketing Cloud Service R11 technology and sets the stage for your future progression. Your preparation plan for Oracle 1Z0-349 Certification exam should include hands-on practice or on-the-job experience performing the tasks described in following Certification Exam Topics table.

Oracle 1Z0-349 Certification Details:

Exam Name	Oracle Eloqua Marketing Cloud Service 2017 Implementation Essentials
Exam Code	1Z0-349
Exam Product Version	Oracle Eloqua Marketing Cloud Service R11
Exam Price	USD $245 (Pricing may vary by country or by localized currency)
Duration	120
Number of Questions	70
Passing Score	70
Format	Multiple Choice
Schedule Exam	Pearson VUE - Oracle
Recommended Practice	**1Z0-349 Online Practice Exam**

Oracle 1Z0-349 Exam Syllabus:

Initial Configuration	- Implement and configure a Branding and Deliverability package - Configure default email settings, the master exclude list, microsite, company default settings, and default

	confirmation pages - Configure an IP Warming campaign
CRM Integration	- Describe the relationship between internal events, external calls, and auto synchs - Configure a bi-synchronous integration with CRM, including web links - Integrate CRM custom objects with Eloqua and leverage the data for segmentation, personalization, and scoring - Define methods of integrating multiple CRMs
Automation: Lead Scoring and Data Tools	- Configure a Lead Scoring model - Update CRM with Lead Scores - Troubleshoot a Lead Scoring model
Integrating with Third Party Systems	- Configure Data Imports and Data Exports to meet customer requirements - Configure AppCloud Applications in Eloqua
Eloqua Product Enhancements	- Configure the campaign and opportunity settings and the bi-synchronous CRM integration for Closed-Loop Reporting - Describe the features and functions of Eloqua Profiler and Eloqua Engage - Provision Eloqua Profiler and Eloqua Engage users and configure these sales tools in an integrated CRM system - Configure Event Manager for a multi-session event, merge session details into emails, and generate automated reminders and post event communications - Configure Identity Provider Authentication for Single Sign On - Configure a Campaign Approval workflow
System Administration	- Configure contact-level security by creating and assigning labels in a custom program - Customize asset permissions to control visibility and access - Create custom security groups
Advanced Editing and Form Management	- Build dynamic processing workflows to create a targeted experience for the end user - Trigger form notifications based on defined criteria - Use JavaScript to capture and track a lead source
Custom Objects	- Create and manage Custom Objects - Reference Custom Object data for personalization - Push data to CRM using Custom Object Record Services, External Call, and Program Builder
Web Profiling	- Set up tracking of query-string based websites - Describe Eloqua tracking mechanisms - Configure page tagging - Configure query strings and query string sets - Configure the population form component to track referring source
Subscription Management	- Identify when a custom subscription option is needed - Configure subscription management using one of

	Eloqua's three standard options - Configure a standard Subscription Management form and landing page

1Z0-349 Sample Questions:

01. Your client is ready to activate a second lead scoring model for a new line of business. How do you proceed?
a) Activate the new model and begin using both lead scores.
b) Do a full export of the contact database and all activities.
c) Pause CRM integration until Sales and Marketing have time to review scoring reports.
d) Pause CRM integration until at least 24 hours after the new model is activated.
e) Deactivate the other model that is currently running.

02. While configuring the out-of-box subscription management page, your client mentions that they want to include several brand logos in the page. How do you configure this?
a) Edit the hyperlink on the email footers to pass an image query string through when the link is clicked.
b) Create a landing page with a custom subscription form.
c) Upload a single image with all logos to the Company Defaults area.
d) Create dynamic content and add it to the subscription management page.

03. A client wants to set up one subscription page for their consumer brands and another for their enterprise brands. All the emails for both brands use the same three email groups. How should you configure the subscription management center?
a) Use two different custom subscription landing pages that both integrate with the existing email groups.
b) Use a query string to personalize the URL for the subscription landing page.
c) Select Split Email Group from the drop-down menu under Setup> Email Groups.
d) Select Create New Subscription Center under Global Subscription Management.

04. When configuring Account Linkage in Eloqua, which field is used to link Eloqua contacts to Eloqua account records?
a) CRM Account ID
b) CRM Contact ID
c) Eloqua Account ID
d) Special Eloqua Company Match

05. How can you assign specific security permissions to a single user?
a) Add the individual to the Users folder under the Group tab, then modify the security settings for that user.
b) Create that user as a contact, and on the preferences tab in the contact editor window, select the specific security permissions that you would want that person to have.
c) Navigate to General Settings Configuration in the Security in Settings> Security and assign the necessary permissions.

d) Create a security group with that specific user on it, and assign it to that user on the user editor window.

06. Your customer wants to increase the amount of data obtained from gated content. How can this be achieved?
a) Use Progressive Profiling to increase data collection from web forms.
b) Use Advanced segmentation to better target the audience.
c) Use Dynamic Content to capture additional audience data.
d) Use Form Validation to improve the quality of incoming data.

07. To set up a new SFTP connection in Eloqua, you need to _____.
a) Create a new data Import via the Data Import and Export settings, then configure the Server URL making sure you install the relevant SSL certificate.
b) Create a new data Import via the Data Import and Export settings, then configure the Document Root, Username, and Password
c) Create a new data Import via the Data Import and Export settings, then configure the Server URL, Username, and Server Port. The user will be prompted for password on each upload.
d) Create a new data Import via the Data Import and Export settings, then configure the Server URL, Username, and Password.

08. Which three are features of Eloqua Engage?
a) Reporting capabilities for Sales to see all email and web visit activity
b) The ability for Sales to add new contacts to the Eloqua database
c) The ability for Sales to include attachments in personalized emails
d) The ability for Marketers to build segments for Sales and deploy emails on their behalf
e) The ability for Sales to customize and send marketing-approved emails

09. Your client wants to add a Preference Center page to their main website. What do you recommend?
a) Build an Eloqua form for the client's website with processing steps to manage visitor preferences.
b) Add the Eloqua Subscription Management form code to the page on the client's website.
c) Link directly to the Eloqua Subscription Management page from the client's website.
d) Configure the Eloqua Subscription Management page to allow for external access.

10. In which two ways can you customize email content by using a custom object record?
a) Link the email to the segment you wish to target in your campaign. By providing references to a custom object, the email will be personalized.
b) Edit the HTML to allow customization based on contact field values.
c) Set dynamic content rules based on a contact's Account filed value.
d) Set dynamic content rules based on a linked contact's custom object filed value.
e) Insert a field merge into the email.

Answers to 1Z0-349 Exam Questions:

QUESTION: 01	QUESTION: 02	QUESTION: 03	QUESTION: 04	QUESTION: 05
Answer: a	Answer: d	Answer: a	Answer: a	Answer: c
QUESTION: 06	QUESTION: 07	QUESTION: 08	QUESTION: 09	QUESTION: 10
Answer: c	Answer: a	Answer: a, b, c	Answer: a	Answer: b, e

Note: If you find any typo or data entry error in these sample questions, we request you to update us by commenting on this page or write an email on feedback@oraclestudy.com