



# 1Z0-952<sup>Q&As</sup>

Oracle Data Management Platform Cloud 2017 Implementation Essentials

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**QUESTION 1**

Your client, Alpha Corp, needs 500 categories created for their global website. These categories will be used by marketers and analysts to address audiences, design data campaigns, and manage allocation of advertising resources. They

need the ability to delete the categories at a future date, but do not need to frequently update or re-order the options.

What should you do to accommodate your customer's needs?

- A. Self-service OnRamp
- B. Corporate classification
- C. Managed classification
- D. Self-classification

Correct Answer: A

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**QUESTION 2**

How are look-alike models produced?

- A. They are built by identifying targets with the highest action rate on the Funnel Analysis report.
- B. They are built by data partners using complex algorithms of multiple data attributes.
- C. They are built within the platform using logic to connect audiences.
- D. They are built by ingesting online data from partner sites.
- E. They are built by creating audiences from categories with high index values.

Correct Answer: E

Reference: [https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Help/Platform/ManagingTaxonomy/create\\_look-alike\\_models.html](https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Help/Platform/ManagingTaxonomy/create_look-alike_models.html)

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**QUESTION 3**

Your client is considering offsetting some seat governance control over to your agency. You determine that your client would like to create briefs but would prefer your agency to create campaigns and run execution platforms.

Based on this, what level of seat governance control must you recommend?

- A. Client ownership of the DMP
- B. Agency ownership of the DMP
- C. Full agency control



D. Full client control

Correct Answer: B

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#### QUESTION 4

Which type of phint should be created to satisfy an intended connection to demonstrate what type of product is being viewed by the visitor?

- A. Key-value string pair with an is or contains operator
- B. Key-number range
- C. Key-date pair (exact or relative date)
- D. Key-number (integer or float)

Correct Answer: A

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#### QUESTION 5

To support your client with taxonomy management, you suggest that they define owners and a regular schedule for key taxonomy maintenance. Which four options must they define? (Choose four.)

- A. Update Frequency
- B. Benefit
- C. Strategy
- D. Current State
- E. Classification Rules
- F. Use of Categories

Correct Answer: ABCD

Reference: <https://community.oracle.com/docs/DOC-1010069>

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