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QUESTION 1

What is the meaning of an Index of 17 in the Oracle DMP?

A. The user is 17 percent as likely to be in the category than the average user in the selected universe.

B. The user is 1/17 as likely to be in the category than the average user in the selected universe.

C. The user is 17 times more likely to be in the category than the average user in the selected universe.

D. The user is 17 percent more likely to be in the category than the average user in the selected universe.

Correct Answer: D

QUESTION 2

Which of the following are two true statements about ID swapping? (Choose two.)

A. It is necessary in order to ingest data keyed off of partner unique user ID (PUUID) via User Data API.

B. It is necessary in order to ingest data keyed off of IP addresses via the Offline Match Integration.

C. It is necessary in order to ingest data keyed off of partner unique user ID (PUUID) via the Offline Match Integration.

D. It is necessary in order to ingest data via the Online Ingest method.

E. It is necessary in order to ingest data keyed off of MAIDs via the Mobile Direct Ingest method.

Correct Answer: BE

QUESTION 3

Which two statements are true about the difference between sampled and unsampled reports? (Choose two.)

A. Sampled reports can be run on smaller audience sizes than unsampled reports.

B. Unsampled reports can be recorded as snapshots, and sampled reports cannot.

C. Sampled reports display an estimate based on a subset of users, and unsampled reports return results based on all users.

D. Unsampled reports can be emailed automatically to users, and sampled reports cannot.

Correct Answer: BC

Reference: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Help/Platform/UsingAudienceAnalytics/favorite_reports.html

QUESTION 4

In the Funnel Analysis Report display, which corner represents the user categories it makes most sense to invest in targeting?

A. Target

B. Optimize

C. Buy

D. Avoid

Correct Answer: C

QUESTION 5

Which of the following is a real world use case for a search campaign?

A. Serve different ads to various demographic groups so that messaging is relevant to the user\\'s persona.

B. Conquest against your competitors by reaching users that have shown interest or in-market behavior around competitive brands.

C. Ensure customers receive relevant offerings when landing on the site page.

D. Bid up on users who have visited a moving landing page and are searching your keywords or your competitive keywords.

E. Leverage the device-bridging technology to find users across their devices.

Correct Answer: D

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