

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

Oracle Data Management Platform Cloud 2017 Implementation Essentials

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#### **QUESTION 1**

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 2**

Your client, Alpha Corp, is performing a one-time import of CRM data. They need the data for a single campaign, and due to the nature of the data, it will be obsolete in 14 days. What is the best method for your client to ensure the creation of proper categories and rules?

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

Correct Answer: B

#### **QUESTION 3**

Which scenario requires taxonomy updates?

- A. Some categories have zero inventory.
- B. No categories have inventory of more than 10,000 users.
- C. Some categories have more than 100,000 inventory.
- D. All categories have inventory of more than 10,000 users.

Correct Answer: C

#### **QUESTION 4**

Which of the following strategies exhibits Oracle DMP data scoping best practices?



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- A. Collect all data, regardless of granularity, to manage it within the DMP.
- B. Collect only personally-identifiable information, to correlate it within the DMP.
- C. Collect and store only online interactions, as the DMP is an online platform.
- D. Collect strategic data points, designed to identify customer engagement.

Correct Answer: D

#### **QUESTION 5**

Your customer wants to ingest mobile device ID data into the DMP. Identify the two DMP data ingestion methods that will enable them to do this. (Choose two.)

- A. Mobile direct ingest
- B. Image pixel
- C. Asynchronous javascript tag
- D. User data API

Correct Answer: AD

Reference: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/IntegratingBlueKaiPlatform/data\_ingest.html

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