



1Z0-952^{Q&As}

Oracle Data Management Platform Cloud 2017 Implementation Essentials





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**QUESTION 1**

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

QUESTION 2

Your customer wants to deploy the DMP CoreTag on all site pages and collect data in the DMP data taxonomy based on the URL of each page visited by the end user. Identify the correct tag configuration along with the exact phint that must be used to accomplish this.

- A. Under Manage > Containers > Generate Code > Advanced Configuration, uncheck the "Extract named meta elements" checkbox for the CoreTag. Then ensure that data is being collected from phint "__bk_t" when the tag fires from various pages.
- B. Under Manage > Containers > Generate Code > Advanced Configuration, uncheck the "Disable Metadata" checkbox for the CoreTag. Then ensure that that data is being collected from phint "__bk_l" when the tag fires from various pages.
- C. Under Manage > Containers > Generate Code > Advanced Configuration, check the "Extract named global variables" checkbox for the CoreTag. Then ensure that that data is being collected from phint "__bk_k" when the tag fires from various pages.
- D. Under Manage > Containers > Generate Code > Advanced Configuration, uncheck the "Disable Metadata" checkbox for the CoreTag. Then ensure that that data is being collected from phint "__bk_k" when the tag fires from various pages.
- E. Under Manage > Containers > Generate Code > Advanced Configuration, check the "Extract named meta elements" checkbox for the CoreTag. Then ensure that that data is being collected from phint "__bk_l" when the tag fires from various pages.
- F. Under Manage > Containers > Generate Code > Advanced Configuration, check the "Extract named meta elements" checkbox for the CoreTag. Then ensure that that data is being collected from phint "__bk_t" when the tag fires from various pages.

Correct Answer: F



QUESTION 3

There are several ways of sending data out of the DMP. Identify two data transfer mechanisms from the following that require the use of a regex pixel. (Choose two.)

- A. JSON return tag
- B. Paste a pixel campaign delivery.
- C. User Data API
- D. Real-time server data transfer
- E. Batch server data transfer

Correct Answer: AD

Reference: [https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#IntegratingBlueKaiPlatform/DataDelivery/intro_to_sdt.html?Highlight=special%20pixel%20is%20referred%20to%20as%20a%20"regex"%20pixel](https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#IntegratingBlueKaiPlatform/DataDelivery/intro_to_sdt.html?Highlight=special%20pixel%20is%20referred%20to%20as%20a%20)

QUESTION 4

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 5

Which two configurations are necessary to implement a JSON Return Tag? (Choose two.)

- A. Add phint ret=js to the CoreTag.
- B. Select JSON Return Tag in the Campaign Settings.
- C. Select JSON Result in the Container Settings.
- D. Deploy the JSON Return Tag.

Correct Answer: BD



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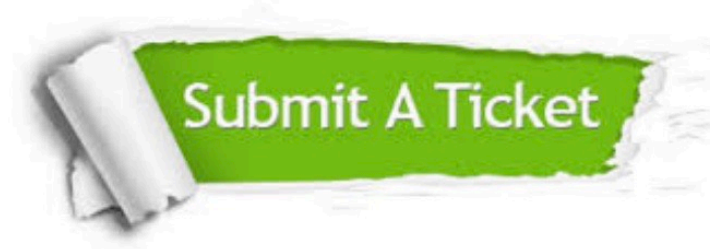
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