1Z0-952^{Q&As}

Oracle Data Management Platform Cloud 2017 Implementation Essentials

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QUESTION 1

What must be created in order to feed user activity into classification categories?

A. a Master Rule Sheet

B. Classification Rules

C. Taxonomy Templates

D. a Data Map

Correct Answer: B

QUESTION 2

A client wants to onboard data via the User Data API using their own ID (PUUID) for the transaction. Which of the following must be established?

A. Create and activate a Data Campaign.

B. Configure Self-Classification Taxonomy and Classification Rules.

C. Deploy an ID Swap tag.

D. Create an Audience.

Correct Answer: C

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

QUESTION 3

What is the reason to use batch versus real-time SDT?

A. If you have limited data storage capacity or if you do not have the resources to implement SDT on a server

B. If you want to receive user data as it is collected on users via HTTP POST or GET requests

C. If you want user data sent without authentication

D. If you want user data transferred directly to your server

Correct Answer: B

Reference: https://learn.oracle.com/ords/launchpad/learn?page=server-data-transferandcontext=0:41795:41830

QUESTION 4

Your client deployed the BlueKai CoreTag across all pages of their website with the intention of collecting user level attributes for all users visiting their site in the DMP. The data taxonomy has been defined and proper data classification rules are in place. They are very interested in understanding unique user trends across all the categories in their private taxonomy over the past month and would like to see a daily breakdown of counts across each category in the taxonomy. Which DMP report will allow you to produce this data?

A. Site Hits report

B. Schedule Hits report

C. Provider Exchange report

D. Provider Inventory report

E. Provider Category report

Correct Answer: A

QUESTION 5

Your customer must produce a report that shows tag fire counts with the following requirements: History

Correct Answer: E

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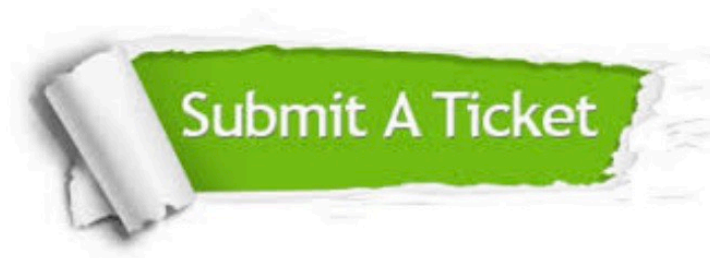Multi-Platform capabilities - Windows, Mac, Android, iPhone, iPod, iPad, Kindle

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