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Oracle Data Management Platform Cloud 2017 Implementation Essentials

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**QUESTION 1**

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>

QUESTION 2

You are creating a self-classification rule for a client. Your client wants the rule to correspond to the URL in the rule and for the collected URL to classify the URL of the previous web page from which a link was followed.

Given these requirements, what should you select for URL Type and Match Type?

- A. Encoded | Direct
- B. Phint | URL
- C. Sub-Domain | Complete
- D. Exact | Referrer
- E. Path | Page

Correct Answer: D

QUESTION 3

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 4

Which option will help your client identify which categories get the most data?

A. Request an Inventory Report from their account manager.

B. Generate the Site Hits Report.

C. Enable taxonomy permissioning.

D. Remove or hide unused categories.

E. Review the cookie inventory.

Correct Answer: A

QUESTION 5

Your client is attempting to express interest in purchasing data from a provider but is facing issues submitting the contact form. What is the issue?

A. The requested data is too high volume.

B. The data provider is not already a linked partner.

C. The data provider has blocked the account.

D. Multiple email addresses are not separated by commas.

Correct Answer: D

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