



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

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

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**QUESTION 2**

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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**QUESTION 3**

What is the definition of a regex pixel?

- A. It is a javascript tag used for sending user level category information back to the browser.
- B. It is a special pixel created within the BlueKai DMP that associates your data campaigns with your back-end server data transfer endpoint configuration.
- C. It is used for DCO campaigns.
- D. It is a pixel used for ID swapping.
- E. It is a pixel for transmitting audience data out in real time at the time of page load.



Correct Answer: B

Reference: [https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#IntegratingBlueKaiPlatform/DataDelivery/intro\\_to\\_sdt.html?Highlight=regex%20pixel](https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#IntegratingBlueKaiPlatform/DataDelivery/intro_to_sdt.html?Highlight=regex%20pixel)

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#### QUESTION 4

Your customer, Alpha Corp, wants to collect data from their global brand website (alpha-corp.com, m.alpha-corp.com), their marketing subdomains (go.alpha-corp.com, products.alpha-corp.com), and their mobile app (available on Android and iOS).

How many domains do they have?

- A. 6
- B. 3
- C. 4
- D. 8

Correct Answer: A

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#### QUESTION 5

Your client wants to run a site side optimization campaign. Which two actions are needed? (Choose two.)

- A. Suppress 1st party converters to ensure that you are only reaching prospects.
- B. Place BlueKai JSON tag in header of page before page content loads.
- C. Recommend leveraging Broad match where possible.
- D. Ensure client is enabled on Match Multiplier.
- E. Set up logic if user qualifies for multiple audience segments.

Correct Answer: BE

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#### QUESTION 6

You want to code and deploy the BlueKai CoreTag in such a way that it fires the secure or insecure version, depending on whether or not it is fired from a secure or non-secure page, respectively.

Identify the correctly coded tag from the following that takes advantage of this relative URL approach.



- A. 

```
<iframe name="__bkframe" height="0" width="0" frameborder="0" style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="//tags.bkrtx.com/js/bk-coretag.js"></script>
<script type="text/javascript">

bk_doJSTag(12345, 1);
</script>
```
- B. 

```
<script type="text/javascript">

window.bk_async = function() {

BKTAG.doTag(12345, 1); };
(function() {
var scripts = document.getElementsByTagName('script')[0];
var s = document.createElement('script');
s.async = true;
s.src = "https://tags.bkrtx.com/js/bk-coretag.js";
scripts.parentNode.insertBefore(s, scripts);
})();
</script>
```
- C. 

```
<script type="text/javascript" src="https://tags.bkrtx.com/js/bk-coretag.js"></script>
<script type="text/javascript">

BKTAG
.doTag(
{
site_id: 12345
, pixel_limit: 1

},
function() {

});
</script>
```
- D. 

```
<iframe name="__bkframe" height="0" width="0" frameborder="0" style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>
<script type="text/javascript">

bk_doJSTag(12345, 1);
</script>
```
- E. 

```
<iframe name="__bkframe" height="0" width="0" frameborder="0" style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="//tags.bkrtx.com/js/bk-coretag.js"></script>
<script type="text/javascript">

bk_doJSTag(12345, 1);
</script>
```

A. Option A

B. Option B

C. Option C

D. Option D

E. Option E

Correct Answer: B

## QUESTION 7



Which two are primary use cases for tagging media creatives? (Choose two.)

- A. Media validation
- B. Site Side Optimization
- C. Prospecting
- D. Frequency capping

Correct Answer: AD

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#### QUESTION 8

Identify the reason that Media Click tags must be customized for every media creative when implementing Creative Tagging for Media Audience Analytics.

- A. The BlueKai Site ID is different for every Media Click tag.
- B. The click-through URL must be added to the Media Click tag.
- C. The Advertiser ID and Placement ID must be hardcoded into every Media Click tag.
- D. The DoubleClick Campaign Manager macros are different for every creative.

Correct Answer: C

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#### QUESTION 9

What set of steps should you follow in order to analyze the differences between male and female cellphone purchasers according to a relative index of traits?

- A. Create an audience of cellphone purchasers and run an Audience Discovery report to analyze the difference between male and female users.
- B. Create separate audiences of male and female cellphone purchasers and run separate Audience Discovery reports and compare them in order to analyze the differences.
- C. Create separate audiences of male and female cellphone purchasers and run separate Audience Profile reports and compare them in order to analyze the differences.
- D. Create an audience of cellphone purchasers and run an Audience Profile report to analyze the difference between male and female users.

Correct Answer: A

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#### QUESTION 10

Describe the features of an Audience Injection App that uses SDT.

- A. BlueKai programmatically creates audience objects in the channel partner's platform via the API and the API returns



the object used in the channel partner's platform for storing and targeting users.

B. The client shares the audience with you. This will generate an email notification that includes the audience composition.

C. The client will whitelist the categories included in the data delivery, which enables you to get the names and IDs of the client's categories.

D. The client shares the audience with you, which enables you to get the audience name and composition from your BlueKai seat.

Correct Answer: A

Reference: [https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Help/Platform/UsingApps/developing\\_an\\_app.html](https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Help/Platform/UsingApps/developing_an_app.html)

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### QUESTION 11

In a strong Client/Agency model, which role is the Data Steward predominantly communicating with?

A. Data Analyst

B. Program Manager

C. Audience Creation Specialist

D. Media Execution

E. Executive Sponsor

F. Web Developer

Correct Answer: B

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### QUESTION 12

What is the impact on targeting when you create an audience with two categories, where each category is in a separate segment?

A. The audience structure creates a Boolean OR, where a user having either category can be targeted.

B. The audience structure creates a Boolean AND NOT, where users must both have one category and not have the other category in order to be targeted.

C. The audience structure creates a Boolean AND, where a user must have both categories to be targeted.

D. The audience structure creates a Boolean NOT, where users having one category are excluded from the targeting.

Correct Answer: A



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