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Oracle Data Management Platform Cloud 2017 Implementation Essentials

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QUESTION 1

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 2

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

QUESTION 3

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 4

How are look-alike models produced?

- A. They are built by identifying targets with the highest action rate on the Funnel Analysis report.
- B. They are built by data partners using complex algorithms of multiple data attributes.
- C. They are built within the platform using logic to connect audiences.
- D. They are built by ingesting online data from partner sites.
- E. They are built by creating audiences from categories with high index values.

Correct Answer: E

Reference: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Help/Platform/ManagingTaxonomy/create_look-alike_models.html

QUESTION 5

Your client, Alpha Corp, needs 500 categories created for their global website. These categories will be used by marketers and analysts to address audiences, design data campaigns, and manage allocation of advertising resources. They

need the ability to delete the categories at a future date, but do not need to frequently update or re-order the options.

What should you do to accommodate your customer's needs?

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

Correct Answer: A

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