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QUESTION 1

Your customer wants to ingest mobile device ID data into the DMP. Identify the two DMP data ingestion methods that will enable them to do this. (Choose two.)

A. Mobile direct ingest

B. Image pixel

C. Asynchronous javascript tag

D. User data API

Correct Answer: AD

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

QUESTION 2

How often must you review and assess a client\\'s taxonomy for maintenance?

A. Weekly

B. Daily

C. Quarterly

D. Yearly

Correct Answer: A

QUESTION 3

Your client wants to run a campaign with a media execution partner that currently does not have an app in the Oracle BlueKai app catalog. What should they do?

A. Manually enter the pixel required for sending campaign data to the partner.

B. It is not possible to run campaigns with partners that do not currently have apps in the Oracle BlueKai app catalog.

C. Configure custom parameters to deliver data to the media execution partner

D. Configure the campaign to deliver audience data directly to the partner\\'s web page via JS container tag.

E. Create a Dynamic Synchronous container to support the transfer of data.

Correct Answer: A

Reference: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Help/Platform/ManagingDataCampaigns/CreateCampaign/px_campaign.html

QUESTION 4

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

QUESTION 5

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

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