



1Z0-952^{Q&As}

Oracle Data Management Platform Cloud 2017 Implementation Essentials

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**QUESTION 1**

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 2

What is the meaning of an Index of 17 in the Oracle DMP?

- A. The user is 17 percent as likely to be in the category than the average user in the selected universe.
- B. The user is 1/17 as likely to be in the category than the average user in the selected universe.
- C. The user is 17 times more likely to be in the category than the average user in the selected universe.
- D. The user is 17 percent more likely to be in the category than the average user in the selected universe.

Correct Answer: D

QUESTION 3

Which of these is a common use case for the Recency setting?

- A. To extend data delivery beyond the default period for the audience
- B. To hide older audiences and users that are no longer as valuable for targeting
- C. To limit delivery to only users who have taken an action and/or become eligible for an audience within a certain period of days
- D. To prioritize delivery of the most recent users in an audience

Correct Answer: C

Reference: <https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help->



center/Help/Platform/ManagingDataCampaigns/create_audience.html

QUESTION 4

There are several ways of sending data out of the DMP. Identify two data transfer mechanisms from the following that require the use of a regex pixel. (Choose two.)

- A. JSON return tag
- B. Paste a pixel campaign delivery.
- C. User Data API
- D. Real-time server data transfer
- E. Batch server data transfer

Correct Answer: AD

Reference: [https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#IntegratingBlueKaiPlatform/DataDelivery/intro_to_sdt.html?Highlight=special%20pixel%20is%20referred%20to%20as%20a%20"regex"%20pixel](https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#IntegratingBlueKaiPlatform/DataDelivery/intro_to_sdt.html?Highlight=special%20pixel%20is%20referred%20to%20as%20a%20)

QUESTION 5

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

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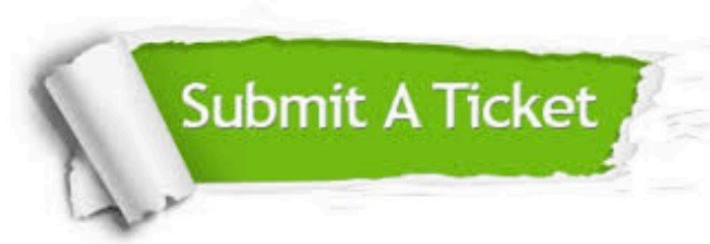
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