1Z0-952$^{Q\&As}$

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

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

QUESTION 3

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 uses 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

QUESTION 4

How do you validate that you can use your developer keys to send authenticated message requests to the web services?

A. Use the Audience Grant API

B. Use the Ping API

C. Use the ID Types REST API

D. Use the ID Segment API

Correct Answer: B

Reference: https://learn.oracle.com/ords/launchpad/learn?page=get-your-bluekai-developer-keyandcontext=0:41809:41813#h2_001

QUESTION 5

Your main goal is to collect media impression and click data in the DMP. You also want the option of enabling one 302 redirect on impression and/or click event. What tag type should you use for this?

A. Pixel

B. Asynchronous

C. Dynamic Synchronous

D. IFrame

E. Synchronous

Correct Answer: A

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