1Z0-952 Q&As

Oracle Data Management Platform Cloud 2017 Implementation Essentials

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QUESTION 1

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 2

Which two data storage locations can be used when implementing Server Data Transfer Batch? (Choose two.)

A. Client owned and managed SFTP location

B. Client owned Google Cloud Storage

C. Client owned and managed Amazon S3 Bucket

D. Oracle owned and managed SFTP location

E. Oracle owned and managed Amazon S3 Bucket

Correct Answer: AC

Reference: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/IntegratingBlueKaiPlatform/DataDelivery/intro_to_sdt.html#link3

QUESTION 3

You are working with a client to help guide their seat governance structure. After discussing their company policies and procedures, you discover that each region follows its own protocols, operations are for the most part independent and

they might benefit from discretionary data-sharing between regions.

Based on what you have learned, which seat governance option should you recommend?

A. Horizontal regional empowerment

B. Global DMP nerve center

C. Global template with local nuances

D. Full agency control

E. A single seat shared by all regions

Correct Answer: E

QUESTION 4

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

QUESTION 5

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

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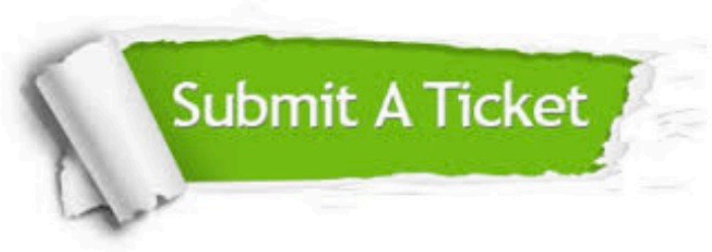

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