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QUESTION 1

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 2

A client has a use case to make significant changes to their taxonomy on an ongoing basis. Which is the correct approach?

A. Submit Taxonomy Maintenance requests to My Oracle Support.

B. Use the Self-Classification Category and Rule APIs to make updates to their Self-Classification Taxonomy.

C. Use the Self-Classification Category and Rule APIs to make updates to their Managed Taxonomy.

D. Use Taxonomy Management in the Partner User Interface.

Correct Answer: D

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

QUESTION 3

Your client wants to create a single campaign to deliver an audience to multiple app partners but they are running into issues. Identify the problem.

A. The apps receive data via different win frequencies.

B. The apps use different delivery methods.

C. The apps support different IDs.

D. You cannot create a single campaign to deliver to multiple app partners.

E. The apps are ranked different priorities.

Correct Answer: B

QUESTION 4

Which two statements are true about the difference between sampled and unsampled reports? (Choose two.)

A. Sampled reports can be run on smaller audience sizes than unsampled reports.

B. Unsampled reports can be recorded as snapshots, and sampled reports cannot.

C. Sampled reports display an estimate based on a subset of users, and unsampled reports return results based on all users.

D. Unsampled reports can be emailed automatically to users, and sampled reports cannot.

Correct Answer: BC

Reference: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Help/Platform/UsingAudienceAnalytics/favorite_reports.html

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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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