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QUESTION 1

Which of the following is a real world use case for a search campaign?

A. Serve different ads to various demographic groups so that messaging is relevant to the user\\'s persona.

B. Conquest against your competitors by reaching users that have shown interest or in-market behavior around competitive brands.

C. Ensure customers receive relevant offerings when landing on the site page.

D. Bid up on users who have visited a moving landing page and are searching your keywords or your competitive keywords.

E. Leverage the device-bridging technology to find users across their devices.

Correct Answer: D

QUESTION 2

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 3

Which of the following is an example of deterministic matching of identities?

A. Making an ID match based on operating system

B. Making an ID match based on browser type

C. Making an ID match based on device type

D. Making an ID match based on IP address

E. Making an ID match based on an email address used to log into multiple devices

Correct Answer: E

Reference: https://liveramp.com/blog/probabilistic-vs-deterministic/

QUESTION 4

You want to target four unique sets of user profiles for creative effectiveness testing. How should you structure the audience(s)?

A. Create four audiences with any combination of unique categories, and include 1-3 unique A/B test group categories with the categories in segment 1.

B. Create four audiences with the same categories, and include 1-3 unique A/B test group categories as a separate segment.

C. Create four audiences with any combination of categories, as long as each category included is unique and not repeated in the other three audiences.

D. Create four audiences with the same categories, and include 1-3 unique A/B test group categories with the categories in segment 1.

E. Create one audience with four segments, and have each segment include 1-3 unique A/B test group categories.

Correct Answer: C

QUESTION 5

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

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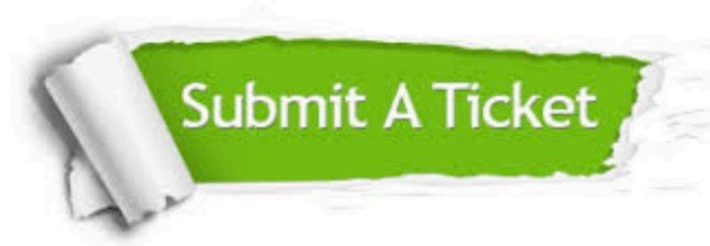Multi-Platform capabilities - Windows, Mac, Android, iPhone, iPod, iPad, Kindle

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