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Oracle Data Management Platform Cloud 2017 Implementation Essentials

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QUESTION 1

Your customer, Alpha Corp, wants to collect data from their global brand website (alpha-corp.com, m.alpha-corp.com), their marketing subdomains (go.alpha-corp.com, products.alpha-corp.com), and their mobile app (available on Android and iOS).

How many domains do they have?

- A. 6
- B. 3
- C. 4
- D. 8

Correct Answer: A

QUESTION 2

Identify three environments where you can successfully execute ID swaps from. (Choose three.)

- A. Native apps using BlueKai SDKs without web view
- B. Native apps using BlueKai SDKs using web view
- C. Desktop and mobile web sites
- D. OTT box without web view
- E. Hybrid apps using a web view

Correct Answer: BCE

Reference: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/IntegratingBlueKaiPlatform/IDManagement/id_swap.html

QUESTION 3

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 4

Identify two correct statements about pixel campaign delivery method from the following list. (Choose two.)

A. Uses a transparent 1x1 image pixel

B. This delivery method is always the preferred method of sending audience data out of the BlueKai DMP.

C. The partner pixel is fired each time the BlueKai data collection pixel fires and collects data in the DMP.

D. Only data on users that are seen on a go-forward basis is sent.

E. Audience data on past users is sent.

Correct Answer: AB

QUESTION 5

Your customer must produce a report that shows tag fire counts with the following requirements: History

Correct Answer: E

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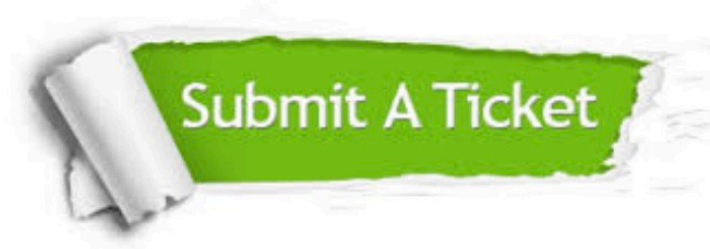
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