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Oracle Data Management Platform Cloud 2017 Implementation
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QUESTION 1

Your client, Alpha Corp, is performing a one-time import of CRM data. They need the data for a single campaign, and due to the nature of the data, it will be obsolete in 14 days. What is the best method for your client to ensure the creation of proper categories and rules?

A. Corporate classification

B. Self-service OnRamp

C. Self-classification

D. Managed classification

Correct Answer: B

QUESTION 2

You have just deployed the BlueKai data collection tag on your site and you are interested in understanding the category level inventory trend. Which statement is true?

A. The data from the tag will be available after 24 hours in the Provider Inventory Report.

B. It can take up to a week for the Provider Inventory Report to reflect this newly onboarded data via the tag.

C. The data from the tag will be available immediately in the Provider Inventory Report.

D. It can take up to 36 hours for the Provider Inventory Report to reflect this newly onboarded data via the tag.

E. The data from the tag will be available after 48 hours in the Provider Inventory Report.

Correct Answer: A

QUESTION 3

Your client wants to be able to identify raw data based on the items clients are interested in. What advice should you give them to assist in defining their taxonomy structure?

A. Classify user actions based on broad categories.

B. Classify user actions based on the customer lifecycle.

C. Classify user actions based on popularity of products.

D. Classify user actions based on products and offerings.

Correct Answer: D

QUESTION 4

How are look-alike models produced?

A. They are built by identifying targets with the highest action rate on the Funnel Analysis report.

B. They are built by data partners using complex algorithms of multiple data attributes.

C. They are built within the platform using logic to connect audiences.

D. They are built by ingesting online data from partner sites.

E. They are built by creating audiences from categories with high index values.

Correct Answer: E

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

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QUESTION 5

Your client created a campaign but it is not listed as Active. What are two problems? (Choose two.)

A. The campaign did not have a set end date.

B. The campaign priority was not set.

C. The IDs Delivered section was not configured.

D. The campaign status was set to Idle.

E. The campaign did not have labels associated with it.

Correct Answer: BD

Reference: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Help/Platform/ManagingDataCampaigns/CreateCampaign/px_campaign.html

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