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QUESTION 1

Which option will help your client identify which categories get the most data?

A. Request an Inventory Report from their account manager.

B. Generate the Site Hits Report.

C. Enable taxonomy permissioning.

D. Remove or hide unused categories.

E. Review the cookie inventory.

Correct Answer: A

QUESTION 2

To support your client with taxonomy management, you suggest that they define owners and a regular schedule for key taxonomy maintenance. Which four options must they define? (Choose four.)

A. Update Frequency

B. Benefit

C. Strategy

D. Current State

E. Classification Rules

F. Use of Categories

Correct Answer: ABCD

Reference: https://community.oracle.com/docs/DOC-1010069

QUESTION 3

There are several ways of sending data out of the DMP. Identify two data transfer mechanisms from the following that require the use of a regex pixel. (Choose two.)

A. JSON return tag

B. Paste a pixel campaign delivery.

C. User Data API

D. Real-time server data transfer

E. Batch server data transfer

Correct Answer: AD

Reference: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#IntegratingBlueKaiPlatf orm/DataDelivery/intro_to_sdt.html?Highlight=special%20pixel%20is%20referred%20to%20as%20a%20"regex"%20pix el

QUESTION 4

Which of the following represents an opportunity to update the managed taxonomy and classification rules?

A. A client has run an inventory report, and wants to prune categories that are returning zero inventory.

B. A client needs a promotional category added to their taxonomy for a month-long sale.

C. A client wants to review their data activation integrations.

D. A client has run an inventory report, and wants to identify their highest-performing categories.

Correct Answer: D

QUESTION 5

You are working with a global organization. After discussing their company structure, you find that they are centralized organization and operations are run from one global template that is followed by all regions.

What seat governance structure should you recommend to your client?

A. A single seat shared by all regions

B. Horizontal regional empowerment

C. Full agency control

D. A global DMP nerve center

E. A global template with local nuances

Correct Answer: D

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