



1Z0-952^{Q&As}

Oracle Data Management Platform Cloud 2017 Implementation Essentials

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QUESTION 1

Which report should you generate to find new audience categories that perform and behave similarly to those in the media campaigns that you have run?

- A. Media Discovery Report
- B. Buyer Exchange Report
- C. Audience Discovery Report
- D. Audience Usage Report
- E. Campaign Activity Report
- F. Funnel Analysis Report

Correct Answer: A

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

QUESTION 2

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 3

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 4

You have requested support from a Taxonomy Consultant to advise your client on taxonomy structure and assist in categorizing raw data into the taxonomy. Which stage of implementation are you currently working through with your client?

A. Operational Rollout

B. Discover

C. Data Classification

D. Data Scoping

E. Data Ingestion

Correct Answer: B

QUESTION 5

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

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