# 1Z0-952^Q&As

Oracle Data Management Platform Cloud 2017 Implementation Essentials

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**QUESTION 1**

What is a BlueKai Mobile Statistical ID?

A. The aggregation of all inventory from Google ADID, and Apple IDFA. This ID is collected when users are interacting with Mobile applications on Android device or Apple Device.

B. A third-party cookie ID collected from specific mobile environments that accept cookies. This ID is collected when users browse the mobile web with browsers that support third-party cookies. When this occurs, BlueKai will generate a mobile web cookie to identify the user. Most mobile web browsers support third-party cookies by default, the key exception here is Safari on iOS, which disables all third-party cookies by default.

C. The aggregation of all inventory from BlueKai mobile statistical ID, and BlueKai third-party mobile cookie ID. This ID is collected when users browse the mobile web with third-party cookies disabled. When this occurs, BlueKai identifies the user with a BlueKai statistical ID. A statistical ID is created from a combination of the user\\'s IP address and the user agent of their device.

D. A third-party cookie ID collected off of desktop environments. This ID is collected when users browse the web desktop devices that accept third-party cookies. It is most commonly collected via the BlueKai CoreTag directly from a client\\'s site.

E. A BlueKai generated ID collected from environments where cookies are not allowed. This ID is collected when users browse the mobile web with third-party cookies disabled. When this occurs, BlueKai identifies the user with a BlueKai statistical ID. A statistical ID is created from a combination of the user\\'s IP address and the user agent of their device.

Correct Answer: D

**QUESTION 2**

Describe the features of an Audience Injection App that uses SDT.

A. BlueKai programmatically creates audience objects in the channel partner\\'s platform via the API and the API returns the object used in the channel partner\\'s platform for storing and targeting users.

B. The client shares the audience with you. This will generate an email notification that includes the audience composition.

C. The client will whitelist the categories included in the data delivery, which enables you to get the names and IDs of the client\\'s categories.

D. The client shares the audience with you, which enables you to get the audience name and composition from your BlueKai seat.

Correct Answer: A

Reference: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Help/Platform/UsingApps/developing_an_app.html

**QUESTION 3**

You are helping your client create a campaign and they ask you what they should select for Win Frequency for a JSON

Return Campaign. You discuss their preferences with them and determine that they want the campaign to win when a user in the target audience is tagged with a new or existing category.

Given this, what should they select for Win Frequency?

A. Win Each Category

B. Win Every Time

C. 15

D. 1

E. 30

F. 7

Correct Answer: B

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

QUESTION 4

Identify the reason that Media Click tags must be customized for every media creative when implementing Creative Tagging for Media Audience Analytics.

A. The BlueKai Site ID is different for every Media Click tag.

B. The click-through URL must be added to the Media Click tag.

C. The Advertiser ID and Placement ID must be hardcoded into every Media Click tag.

D. The DoubleClick Campaign Manager macros are different for every creative.

Correct Answer: C

QUESTION 5

Your customer is interested in ID swapping based on raw personally identifiable information for each user that visits their site. Which two BlueKai CoreTag functions can be used to accomplish this? (Choose two.)

A. bk_addNameHash

B. bk_addEmailHash

C. bk_addAddressHash

D. bk_addPhoneHash

E. bk_addZipHash

Correct Answer: BD

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

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