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QUESTION 1

You have just set up a new classification rule and configured it properly, but data does not seem to be mapping properly to the categories. What is the reason why it is not working?

- A. It takes one week after rule creation for data to be mapped to prescribed categories.
- B. You must wait at least thirty minutes after creating a classification rule to start using it.
- C. In addition to the classification rule, you also need to configure a chint rule.
- D. The old rules must be purged prior to running the newly created rule.

Correct Answer: B

QUESTION 2

Your main goal is to collect media impression and click data in the DMP. You also want the option of enabling one 302 redirect on impression and/or click event. What tag type should you use for this?

- A. Pixel
- B. Asynchronous
- C. Dynamic Synchronous
- D. IFrame
- E. Synchronous

Correct Answer: A

QUESTION 3

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 4

How do you validate that you can use your developer keys to send authenticated message requests to the web services?

- A. Use the Audience Grant API
- B. Use the Ping API
- C. Use the ID Types REST API
- D. Use the ID Segment API

Correct Answer: B

Reference: https://learn.oracle.com/ords/launchpad/learn?page=get-your-bluekai-developer-keyandcontext=0:41809:41813#h2_001

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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