



# 1Z0-952<sup>Q&As</sup>

Oracle Data Management Platform Cloud 2017 Implementation Essentials

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### QUESTION 1

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

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### QUESTION 2

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#IntegratingBlueKaiPlatform/DataDelivery/intro\\_to\\_sdt.html?Highlight=special%20pixel%20is%20referred%20to%20as%20a%20"regex"%20pixel](https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#IntegratingBlueKaiPlatform/DataDelivery/intro_to_sdt.html?Highlight=special%20pixel%20is%20referred%20to%20as%20a%20)

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### QUESTION 3

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>

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#### QUESTION 4

When working with a customer on their data scoping project, which three are high-impact topics to discuss? (Choose three.)

- A. Granularity of taxonomy categories
- B. Offline file structure and content
- C. Exact number of users that will be classified into each category
- D. Total volume of categories that they anticipate in their taxonomy

Correct Answer: ACD

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#### QUESTION 5

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

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