



1Z0-952^{Q&As}

Oracle Data Management Platform Cloud 2017 Implementation Essentials

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QUESTION 1

In the Funnel Analysis Report display, which corner represents the user categories it makes most sense to invest in targeting?

- A. Target
- B. Optimize
- C. Buy
- D. Avoid

Correct Answer: C

QUESTION 2

Your client wants to be able to identify raw data based on the items clients are interested in. What advice should you give them to assist in defining their taxonomy structure?

- A. Classify user actions based on broad categories.
- B. Classify user actions based on the customer lifecycle.
- C. Classify user actions based on popularity of products.
- D. Classify user actions based on products and offerings.

Correct Answer: D

QUESTION 3

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 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

QUESTION 5

In a strong Client/Agency model, which role is the Data Steward predominantly communicating with?

- A. Data Analyst
- B. Program Manager
- C. Audience Creation Specialist
- D. Media Execution
- E. Executive Sponsor
- F. Web Developer

Correct Answer: B

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