



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

Oracle Data Management Platform Cloud 2017 Implementation Essentials





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#### QUESTION 1

What set of steps should you follow in order to analyze the differences between male and female cellphone purchasers according to a relative index of traits?

- A. Create an audience of cellphone purchasers and run an Audience Discovery report to analyze the difference between male and female users.
- B. Create separate audiences of male and female cellphone purchasers and run separate Audience Discovery reports and compare them in order to analyze the differences.
- C. Create separate audiences of male and female cellphone purchasers and run separate Audience Profile reports and compare them in order to analyze the differences.
- D. Create an audience of cellphone purchasers and run an Audience Profile report to analyze the difference between male and female users.

Correct Answer: A

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#### QUESTION 2

Which two are attributes of third-party data? (Choose two.)

- A. Can be confirmed from multiple outside sources
- B. Often billed directly by the media partner
- C. Offered on a private marketplace, via direct sales to marketers
- D. Free to use for activation, targeting, and analytics

Correct Answer: CD

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#### QUESTION 3

Which two are primary use cases for tagging media creatives? (Choose two.)

- A. Media validation
- B. Site Side Optimization
- C. Prospecting
- D. Frequency capping

Correct Answer: AD

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#### QUESTION 4



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

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#### QUESTION 5

Identify two correct statements about pixel campaign delivery method from the following list. (Choose two.)

- A. Uses a transparent 1x1 image pixel
- B. This delivery method is always the preferred method of sending audience data out of the BlueKai DMP.
- C. The partner pixel is fired each time the BlueKai data collection pixel fires and collects data in the DMP.
- D. Only data on users that are seen on a go-forward basis is sent.
- E. Audience data on past users is sent.

Correct Answer: AB

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