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QUESTION 1

Which scenario requires taxonomy updates?

- A. Some categories have zero inventory.
- B. No categories have inventory of more than 10,000 users.
- C. Some categories have more than 100,000 inventory.
- D. All categories have inventory of more than 10,000 users.

Correct Answer: C

QUESTION 2

A client has a use case to make significant changes to their taxonomy on an ongoing basis. Which is the correct approach?

- A. Submit Taxonomy Maintenance requests to My Oracle Support.
- B. Use the Self-Classification Category and Rule APIs to make updates to their Self-Classification Taxonomy.
- C. Use the Self-Classification Category and Rule APIs to make updates to their Managed Taxonomy.
- D. Use Taxonomy Management in the Partner User Interface.

Correct Answer: D

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

QUESTION 3

You are working with a global organization. After discussing their company structure, you find that they are centralized organization and operations are run from one global template that is followed by all regions.

What seat governance structure should you recommend to your client?

- A. A single seat shared by all regions
- B. Horizontal regional empowerment
- C. Full agency control
- D. A global DMP nerve center
- E. A global template with local nuances

Correct Answer: D



QUESTION 4

Your client created a campaign but it is not listed as Active. What are two problems? (Choose two.)

- A. The campaign did not have a set end date.
- B. The campaign priority was not set.
- C. The IDs Delivered section was not configured.
- D. The campaign status was set to Idle.
- E. The campaign did not have labels associated with it.

Correct Answer: BD

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

QUESTION 5

Your customer must produce a report that shows tag fire counts with the following requirements: History

Correct Answer: E

QUESTION 6

On an average, at what rate does data decay?

- A. 20% per week
- B. 2% per year
- C. 12% per month
- D. 2% per month

Correct Answer: D

Reference: <https://www.oracle.com/webfolder/mediaeloqua/documents/Narrative-Data-World.pdf>

QUESTION 7

Which two statements are true about the difference between sampled and unsampled reports? (Choose two.)



- A. Sampled reports can be run on smaller audience sizes than unsampled reports.
- B. Unsampled reports can be recorded as snapshots, and sampled reports cannot.
- C. Sampled reports display an estimate based on a subset of users, and unsampled reports return results based on all users.
- D. Unsampled reports can be emailed automatically to users, and sampled reports cannot.

Correct Answer: BC

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

QUESTION 8

You want to generate a container to deploy on your mobile website. Identify the two correct ways of configuring the tag from the "Generate Code" dialogue box. (Choose two.)

- A. Select "Suppress multiple tagging" advanced configuration option.
- B. Click the "Mobile" configuration template.
- C. Select "Allow multiple tagging" and "Use multiple IFrames" advanced configuration options.
- D. Select "Suppress cache busting" advanced configuration option.
- E. Select the "Disable mobile support" advanced configuration option.

Correct Answer: AC

QUESTION 9

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 10

Your client, Alpha Corp, needs 500 categories created for their global website. These categories will be used by marketers and analysts to address audiences, design data campaigns, and manage allocation of advertising resources. They



need the ability to delete the categories at a future date, but do not need to frequently update or re-order the options.

What should you do to accommodate your customer's needs?

- A. Self-service OnRamp
- B. Corporate classification
- C. Managed classification
- D. Self-classification

Correct Answer: A

QUESTION 11

Which two data storage locations can be used when implementing Server Data Transfer Batch? (Choose two.)

- A. Client owned and managed SFTP location
- B. Client owned Google Cloud Storage
- C. Client owned and managed Amazon S3 Bucket
- D. Oracle owned and managed SFTP location
- E. Oracle owned and managed Amazon S3 Bucket

Correct Answer: AC

Reference: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/IntegratingBlueKaiPlatform/DataDelivery/intro_to_sdt.html#link3

QUESTION 12

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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