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Oracle Data Management Platform Cloud 2017 Implementation Essentials

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QUESTION 1

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

QUESTION 2

Which type of phint should be created to satisfy an intended connection to demonstrate what type of product is being viewed by the visitor?

A. Key-value string pair with an is or contains operator

B. Key-number range

C. Key-date pair (exact or relative date)

D. Key-number (integer or float)

Correct Answer: A

QUESTION 3

Your customer is interested in ID swapping based on raw personally identifiable information for each user that visits their site. Which two BlueKai CoreTag functions can be used to accomplish this? (Choose two.)

A. bk_addNameHash

B. bk_addEmailHash

C. bk_addAddressHash

D. bk_addPhoneHash

E. bk_addZipHash

Correct Answer: BD

Reference: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-

center/IntegratingBlueKaiPlatform/DataIngest/coretag_implementation.html

QUESTION 4

You are working with a client to help guide their seat governance structure. After discussing their company policies and procedures, you discover that each region follows its own protocols, operations are for the most part independent and

they might benefit from discretionary data-sharing between regions.

Based on what you have learned, which seat governance option should you recommend?

A. Horizontal regional empowerment

B. Global DMP nerve center

C. Global template with local nuances

D. Full agency control

E. A single seat shared by all regions

Correct Answer: E

QUESTION 5

Your client wants the ability to onboard data into categories in their taxonomy. Which API will support their efforts?

A. Ping API

B. Pixel URL API

C. Audiences API

D. User Data API

E. Taxonomy API

Correct Answer: C

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