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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

QUESTION 2

What is the definition of a regex pixel?

- A. It is a javascript tag used for sending user level category information back to the browser.
- B. It is a special pixel created within the BlueKai DMP that associates your data campaigns with your back-end server data transfer endpoint configuration.
- C. It is used for DCO campaigns.
- D. It is a pixel used for ID swapping.
- E. It is a pixel for transmitting audience data out in real time at the time of page load.

Correct Answer: B

Reference: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#IntegratingBlueKaiPlatform/DataDelivery/intro_to_sdt.html?Highlight=regex%20pixel

QUESTION 3

Your client wants their first initiative to be a re-targeting campaign. What do you need to ensure is configured/initiated before the execution of this type of campaign?

- A. That vendors and share partners have been configured and that Data Usage Agreement has been signed
- B. That access to 3rd party data has been granted and that 1st party converters have been suppressed
- C. That the BlueKai coretag is placed on the company site and that the channel partner's app has been installed
- D. That a Java Script BlueKai tag is placed in the header of each page and that your client submits reporting for use of



third-party data

E. That a custom audience pixel has been generated and that a look-alike model has been created

Correct Answer: A

QUESTION 4

Which option will help your client identify which categories get the most data?

A. Request an Inventory Report from their account manager.

B. Generate the Site Hits Report.

C. Enable taxonomy permissioning.

D. Remove or hide unused categories.

E. Review the cookie inventory.

Correct Answer: A

QUESTION 5

Describe the features of an Audience Injection App that uses SDT.

A. BlueKai programmatically creates audience objects in the channel partner's platform via the API and the API returns the object used in the channel partner's platform for storing and targeting users.

B. The client shares the audience with you. This will generate an email notification that includes the audience composition.

C. The client will whitelist the categories included in the data delivery, which enables you to get the names and IDs of the client's categories.

D. The client shares the audience with you, which enables you to get the audience name and composition from your BlueKai seat.

Correct Answer: A

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

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