



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

Oracle Data Management Platform Cloud 2017 Implementation Essentials

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### QUESTION 1

How often must you review and assess a client's taxonomy for maintenance?

- A. Weekly
- B. Daily
- C. Quarterly
- D. Yearly

Correct Answer: A

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### QUESTION 2

Your client is facing issues implementing the JSON return tag for data delivery. What requirement should you check while troubleshooting?

- A. That the image pixel is placed as the delivery method in the Create Campaign dialog box.
- B. That the appropriate macros were added to the pixel URL.
- C. That the iFrame tag type was selected in the container tool.
- D. That the production side web server is capable of retrieving HTTP requests.

Correct Answer: D

Reference: [https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/IntegratingBlueKaiPlatform/DataDelivery/json\\_return\\_tag.html](https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/IntegratingBlueKaiPlatform/DataDelivery/json_return_tag.html)

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### QUESTION 3

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

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#### 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

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#### QUESTION 5

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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