



1Z0-952^{Q&As}

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QUESTION 1

An execution Partner provides you with a pixel that they would like you to use to deliver data to them. Where in the platform should you add this pixel?

- A. In the Target Selection area of the Create New Schedule prompt
- B. In the Audience Delivery Criteria area in the Create New Target prompt
- C. In the Pixel URL field of the Campaign configuration
- D. In the HTML text area in the Create New Tag prompt

Correct Answer: C

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

QUESTION 2

Your client wants to be able to identify raw data based on the items clients are interested in. What advice should you give them to assist in defining their taxonomy structure?

- A. Classify user actions based on broad categories.
- B. Classify user actions based on the customer lifecycle.
- C. Classify user actions based on popularity of products.
- D. Classify user actions based on products and offerings.

Correct Answer: D

QUESTION 3

Which report should you generate to find new audience categories that perform and behave similarly to those in the media campaigns that you have run?

- A. Media Discovery Report
- B. Buyer Exchange Report
- C. Audience Discovery Report
- D. Audience Usage Report
- E. Campaign Activity Report
- F. Funnel Analysis Report

Correct Answer: A



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

QUESTION 4

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 5

Your client wants to run a campaign with a media execution partner that currently does not have an app in the Oracle BlueKai app catalog. What should they do?

- A. Manually enter the pixel required for sending campaign data to the partner.
- B. It is not possible to run campaigns with partners that do not currently have apps in the Oracle BlueKai app catalog.
- C. Configure custom parameters to deliver data to the media execution partner
- D. Configure the campaign to deliver audience data directly to the partner's web page via JS container tag.
- E. Create a Dynamic Synchronous container to support the transfer of data.

Correct Answer: A

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

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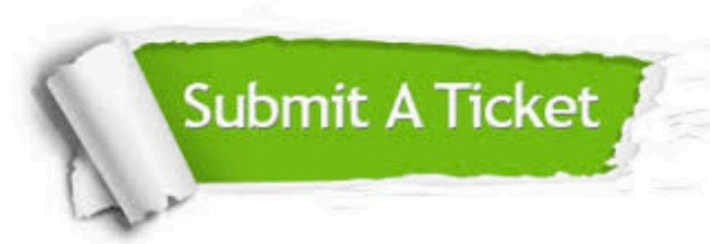
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