



1Z0-952^{Q&As}

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QUESTION 1

Your client wants to run a site side optimization campaign. Which two actions are needed? (Choose two.)

- A. Suppress 1st party converters to ensure that you are only reaching prospects.
- B. Place BlueKai JSON tag in header of page before page content loads.
- C. Recommend leveraging Broad match where possible.
- D. Ensure client is enabled on Match Multiplier.
- E. Set up logic if user qualifies for multiple audience segments.

Correct Answer: BE

QUESTION 2

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 3

Which two are primary use cases for tagging media creatives? (Choose two.)

- A. Media validation
- B. Site Side Optimization
- C. Prospecting
- D. Frequency capping

Correct Answer: AD



QUESTION 4

You are creating a self-classification rule for a client. Your client wants the rule to correspond to the URL in the rule and for the collected URL to classify the URL of the previous web page from which a link was followed.

Given these requirements, what should you select for URL Type and Match Type?

- A. Encoded | Direct
- B. Phint | URL
- C. Sub-Domain | Complete
- D. Exact | Referrer
- E. Path | Page

Correct Answer: D

QUESTION 5

What is a BlueKai Mobile Statistical ID?

- A. The aggregation of all inventory from Google ADID, and Apple IDFA. This ID is collected when users are interacting with Mobile applications on Android device or Apple Device.
- B. A third-party cookie ID collected from specific mobile environments that accept cookies. This ID is collected when users browse the mobile web with browsers that support third-party cookies. When this occurs, BlueKai will generate a mobile web cookie to identify the user. Most mobile web browsers support third-party cookies by default, the key exception here is Safari on iOS, which disables all third-party cookies by default.
- C. The aggregation of all inventory from BlueKai mobile statistical ID, and BlueKai third-party mobile cookie ID. This ID is collected when users browse the mobile web with third-party cookies disabled. When this occurs, BlueKai identifies the user with a BlueKai statistical ID. A statistical ID is created from a combination of the user's IP address and the user agent of their device.
- D. A third-party cookie ID collected off of desktop environments. This ID is collected when users browse the web desktop devices that accept third-party cookies. It is most commonly collected via the BlueKai CoreTag directly from a client's site.
- E. A BlueKai generated ID collected from environments where cookies are not allowed. This ID is collected when users browse the mobile web with third-party cookies disabled. When this occurs, BlueKai identifies the user with a BlueKai statistical ID. A statistical ID is created from a combination of the user's IP address and the user agent of their device.

Correct Answer: D



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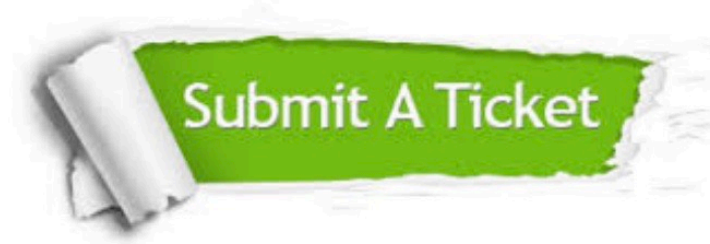
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