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Vendor:Oracle

Exam Code:1Z0-952

Exam Name:Oracle Data Management Platform
Cloud 2017 Implementation Essentials

Version:Demo

QUESTION 1

You want to generate a container to deploy on your mobile website. Identify the two correct ways of configuring the tag from the "Generate Code" dialogue box. (Choose two.)

- A. Select "Suppress multiple tagging" advanced configuration option.
- B. Click the "Mobile" configuration template.
- C. Select "Allow multiple tagging" and "Use multiple IFrames" advanced configuration options.
- D. Select "Suppress cache busting" advanced configuration option.
- E. Select the "Disable mobile support" advanced configuration option.

Correct Answer: AC

QUESTION 2

You want to code and deploy the BlueKai CoreTag in such a way that it fires the secure or insecure version, depending on whether or not it is fired from a secure or non-secure page, respectively.

Identify the correctly coded tag from the following that takes advantage of this relative URL approach.

- Ⓐ `<iframe name="__bkframe" height="0" width="0" frameborder="0" style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>`
- ```

<script type="text/javascript" src="//tags.bkrtx.com/js/bk-coretag.js"></script>
<script type="text/javascript">

bk_doJSTag(12345, 1);
</script>

```
- Ⓑ `<script type="text/javascript">`
- ```

window.bk_async = function() {

BKTAG.doTag(12345, 1);
(function() {
var scripts = document.getElementsByTagName('script')[0];
var s = document.createElement('script');
s.async = true;
s.src = "https://tags.bkrtx.com/js/bk-coretag.js";
scripts.parentNode.insertBefore(s, scripts);
})();
</script>

```
- Ⓒ `<script type="text/javascript" src="https://tags.bkrtx.com/js/bk-coretag.js"></script>`
- ```

<script type="text/javascript">

BKTAG
.doTag(
{
site_id: 12345
, pixel_limit: 1
},
function() {

});
</script>

```
- Ⓓ `<iframe name="__bkframe" height="0" width="0" frameborder="0" style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>`
- ```

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>
<script type="text/javascript">

bk_doJSTag(12345, 1);
</script>

```
- Ⓔ `<iframe name="__bkframe" height="0" width="0" frameborder="0" style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>`
- ```

<script type="text/javascript" src="//tags.bkrtx.com/js/bk-coretag.js"></script>
<script type="text/javascript">

bk_doJSTag(12345, 1);
</script>

```

A. Option A

B. Option B

C. Option C

D. Option D

E. Option E

Correct Answer: B

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QUESTION 3

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 4

On an average, at what rate does data decay?

- A. 20% per week
- B. 2% per year
- C. 12% per month
- D. 2% per month

Correct Answer: D

Reference: <https://www.oracle.com/webfolder/mediaeloqua/documents/Narrative-Data-World.pdf>

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#### QUESTION 5

Your main goal is to collect media impression and click data in the DMP. You also want the option of enabling one 302 redirect on impression and/or click event. What tag type should you use for this?

- A. Pixel
- B. Asynchronous
- C. Dynamic Synchronous
- D. IFrame
- E. Synchronous

Correct Answer: A

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#### QUESTION 6

Identify three environments where you can successfully execute ID swaps from. (Choose three.)

- A. Native apps using BlueKai SDKs without web view

- B. Native apps using BlueKai SDKs using web view
- C. Desktop and mobile web sites
- D. OTT box without web view
- E. Hybrid apps using a web view

Correct Answer: BCE

Reference: [https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/IntegratingBlueKaiPlatform/IDManagement/id\\_swap.html](https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/IntegratingBlueKaiPlatform/IDManagement/id_swap.html)

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### QUESTION 7

Identify the dependencies and data sources for a local campaign.

- A. Dependency: Custom audiences pixel, Data Sources: 1st party offline data
- B. Dependency: Execution partner must accept mobile and IDs, Data Sources: 2nd party data
- C. Dependency: Ensure the Blue Kai tag is on the site, Data Sources: 1st and 3rd party unbranded data
- D. Dependency: Signed Data Usage Agreement for 3rd party data, Data Sources: 1st and 3rd party data
- E. Dependency: Submit reporting for use of 3rd party data, Data Sources: 2nd and 3rd party data

Correct Answer: E

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### QUESTION 8

Your client wants to create a single campaign to deliver an audience to multiple app partners but they are running into issues. Identify the problem.

- A. The apps receive data via different win frequencies.
- B. The apps use different delivery methods.
- C. The apps support different IDs.
- D. You cannot create a single campaign to deliver to multiple app partners.
- E. The apps are ranked different priorities.

Correct Answer: B

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### QUESTION 9

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

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#### **QUESTION 10**

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

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#### **QUESTION 11**

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

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## QUESTION 12

Your client has an account with Oracle - Maxymiser and they want to configure the app for this platform within the Oracle DMP and ensure that their pricing model allows them to purchase data on a cost per impression basis. What campaign solution and pricing model must you select?

- A. Dynamic creative optimization | flat fee
- B. Email | auction
- C. Social | real-time bidding
- D. Search | % of spend
- E. Site optimization | flat fee
- F. Media targeting | cost-per-stamp

Correct Answer: D

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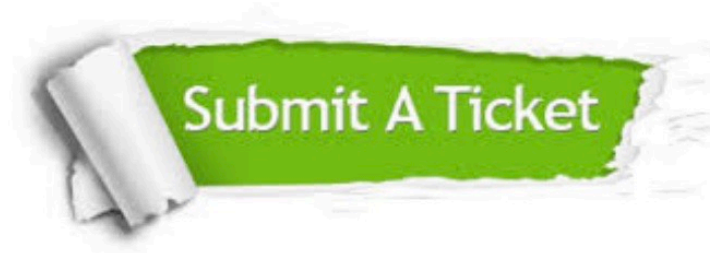
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