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Exam : **1z1-1031**

Title : Oracle Marketing Cloud Data
Management Platform 2019
Implementation Essentials

Vendor : Oracle

Version : DEMO

NO.1 Which option will help your client identify which categories get the most data?

- A. Remove or hide unused categories.
- B. Review the cookie inventory.
- C. Generate the Site Hits Report.
- D. Enable taxonomy permissioning.
- E. Request an Inventory Report from their account manager.

Answer: E

NO.2 What is the meaning of an Index of 17 in the Oracle DMP?

- A. The user is 17 percent as likely to be in the category than the average user in the selected universe.
- B. The user is 17 times more likely to be in the category than the average user in the selected universe.
- C. The user is 17 percent more likely to be in the category than the average user in the selected universe.
- D. The user is 1/17 as likely to be in the category than the average user in the selected universe.

Answer: C

NO.3 Which two are attributes of third-party data? (Choose two.)

- A. Offered on a private marketplace, via direct sales to marketers
- B. Often billed directly by the media partner
- C. Can be confirmed from multiple outside sources
- D. Free to use for activation, targeting, and analytics

Answer: A,D

NO.4 Which two statements are true about the difference between sampled and unsampled reports? (Choose two.)

- A. Unsampled reports can be recorded as snapshots, and sampled reports cannot.
- B. Sampled reports display an estimate based on a subset of users, and unsampled reports return results based on all users.
- C. Sampled reports can be run on smaller audience sizes than unsampled reports.
- D. Unsampled reports can be emailed automatically to users, and sampled reports cannot.

Answer: A,B

NO.5 Which two are primary use cases for tagging media creatives? (Choose two.)

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

Answer: A,D

NO.6 Which of the following strategies exhibits Oracle DMP data scoping best practices?

- A. Collect only personally-identifiable information, to correlate it within the DMP.

- B.** Collect all data, regardless of granularity, to manage it within the DMP.
- C.** Collect strategic data points, designed to identify customer engagement.
- D.** Collect and store only online interactions, as the DMP is an online platform.

Answer: C