

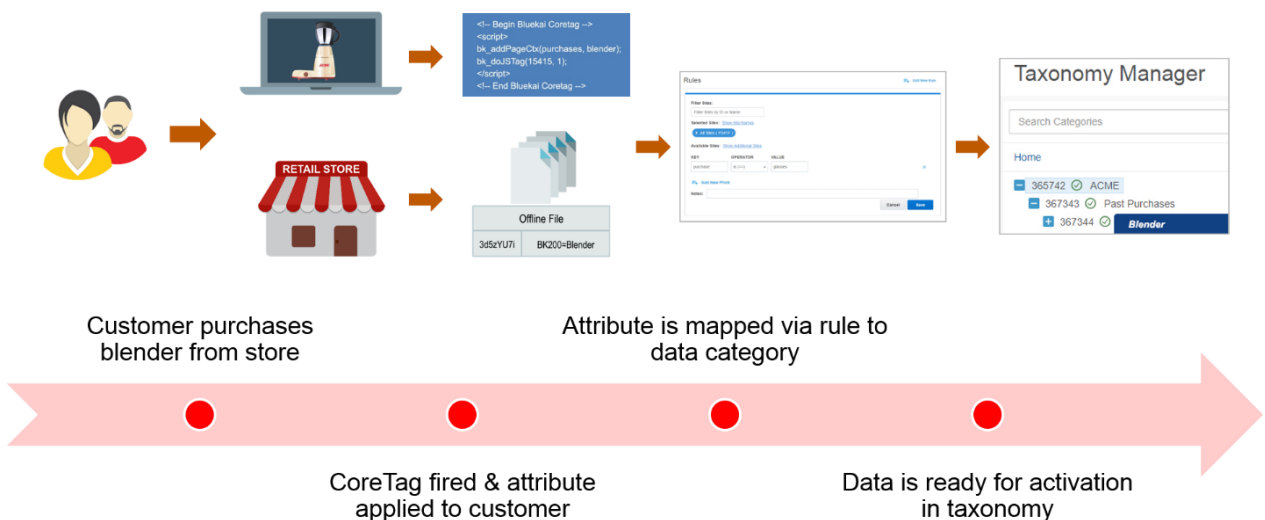
Course Overview

A DMP client's data taxonomy organizes clients' first-party and second-party data, as well as the third-party data marketplace. With first-party data, DMP clients may rely upon Oracle's data taxonomists to organize their taxonomy via rule mapping. However, they can also utilize the built-in Taxonomy Manager to ingest and classify first-party data within their taxonomy independently.

In this training, we demonstrate how to use the Taxonomy Manager to control first-party data ingest and organization in the taxonomy.

Objectives

- Identify opportunities for classifying first-party data independently
- Create first-party categories individually and in bulk
- Create classification rules individually and in bulk
- Configure settings for classification categories and rules
- Manage first-party categories and rules associated with categories by utilizing Taxonomy Manager



Oracle Marketing Cloud Overview:

If you use Oracle Eloqua, Oracle Responsys, Oracle Bluekai, Oracle Content Marketing, Oracle Maxymiser, or Oracle Infinity, we can deliver the Oracle-approved training you need to successfully support your marketing automation investment. Contact our Help Desk any time and browse the Frequently Asked Questions for quick answers to common issues.