

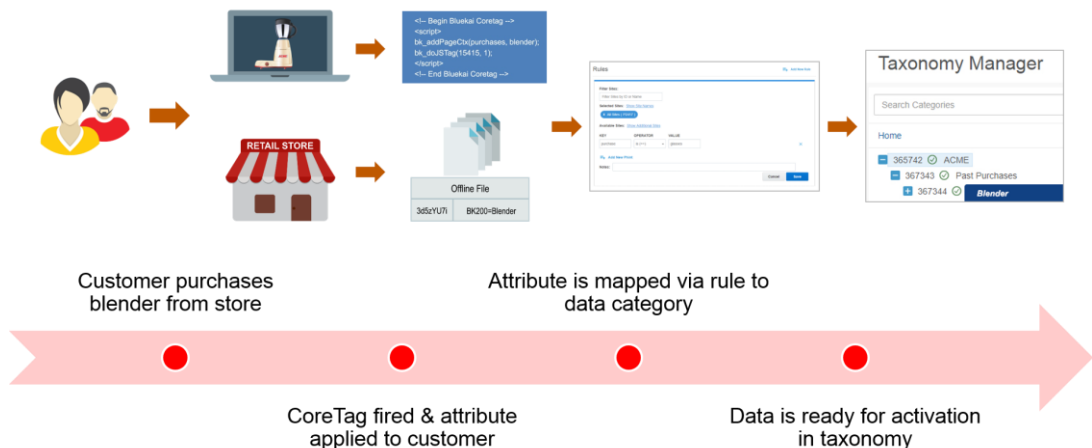
## Course Overview

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.