

Oracle Marketing Cloud Academy

Course Overview

A DMP user's data taxonomy organizes users' first-party and second-party data, as well as the third-party data marketplace. With first-party data, DMP users primarily rely upon Oracle's data taxonomists to organize their taxonomy via rule mapping, but DMP users can also utilize the built-in Self-Classification tools to ingest and classify first-party data within their taxonomy independently

In this web-based training, we demonstrate how to use the Self-Classification tools to control first-party data ingest and organization in the Self-Classification taxonomy.

Objectives

- Identify opportunities for self-classification of first-party data
- Create Self-Classification Categories individually and in bulk
- Create URL- and phint-based Self-Classification Rules individually and in bulk
- Configure advanced settings for Self-Classification Categories and Rules
- Manage the Self-Classification portion of the first-party data taxonomy



Customer purchases blender from store

Attribute is mapped via rule to data category

Data is ready for activation in taxonomy

CoreTag fired & attribute applied to customer

B2B

B2C

CM

DMP