

AD0-E452 Dumps

Adobe Audience Manager Architect

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NEW QUESTION 1

Refer to the exhibit.

	A	B	C	D
1	Segment Name	Impressions	Click-Throughs	Orders
2	Segment 1	1,567,973	16,789	2,789
3	Segment 2	4,234,767	77,987	5,389
4	Segment 3	2,767,977	45,767	3,456

A client wants to understand how its Display Media optimization programs are performing by AAM Segment. The client wants to produce a report as outlined in Exhibit A.

What should an architect recommend the implementation team do to capture the data in the impressions column?

- A. Capture the campaign code from the destination URL
- B. Add a demdex media pixel to the ad's creative.
- C. Capture the referring domain of the click-through event.
- D. Use server-side forwarding to capture the impressions.

Answer: B

NEW QUESTION 2

A credit card company monetizes their audiences by offering ad inventory to airlines, hotels, and rental car agencies. The company wants to obtain third-party data to enrich their audiences. The architect needs to help evaluate AAM data partners based on a description of their current segment offerings.

Which data partner's segments should the architect recommend?

- A. Regional segments with coverage for many countries including the US, UK, Spain, Italy, Germany, and France
- B. Propensity segments based on predictive visitors to global cultural Points of Interests (POIs) as well as demographic and geolocation segments at massive scale
- C. Industry segments with coverage for financial services, health, media, and political
- D. Derived segments from machine learning innovation to bring the depth and breadth of consumer insights to directly impact the full spectrum of marketing research and business objectives

Answer: B

NEW QUESTION 3

A client has a no authentication capability enabled on their website. The company has started implementing the Adobe Product suite tools including Audience Manager, Analytics, Target and Campaign. It plans to use Adobe Campaign for managing the email marketing programs and share email response data with Audience Manager.

Which ID recommendation should an architect make for audience sharing between Campaign and Audience Manager?

- A. Use Experience Cloud ID
- B. Use Declared ID captured in Audience Manager
- C. Use Profile ID present in Campaign
- D. Use Audience Manager UUID

Answer: A

NEW QUESTION 4

A customer wants to analyze AAM segments to understand how those segments perform. The customer wants to understand:

- Frequency of visits
- Purchasing habits
- Demographics

What should an architect do to meet these requirements?

- A. Set up an Adobe Analytics Cookie Destination
- B. Enable the Profile Merge Rule using Last Authenticated Profile
- C. Enable the Profile Merge Rule using Current Device Profile
- D. Map the Adobe Analytics report suite(s) within an AAM Destination

Answer: D

NEW QUESTION 5

A software company is interested in alerting current customers about upcoming webinars. The company recently published white papers across owned channels. The client's IT organization has made the following digital Investments:

- Adobe Audience Manager, Analytics, and Target
- CMS, CRM, and email platforms from third parties
- An internally developed data store

Which approach should be used to meet the requirements?

- A. Onboard CRM data to data store Create audience segments in data store Share data store audiences with AAM, Target and their email platform
- B. Onboard Adobe Analytics data using third-party service Create segments in AAM Share audiences with Target and their email platform
- C. Export CRM data keyed off of plain text email Upload file to AAM Share audiences with Target and their email platform
- D. Onboard CRM data using third-party service Create segments in AAM Share audiences with Target and their email platform

Answer: D

NEW QUESTION 6

An Adobe Target client recently acquired Audience Manager to manage and activate its audiences in the targeting platforms including Adobe Target. The client is planning to implement Experience Cloud ID service in the next 6 months. The client would like to share the audiences with Adobe Target for an onsite promotion program planned to launch next month.

Which recommendation should an architect make to the client?

- A. Suggest sharing audiences via Customer Data Feed
- B. Suggest sharing audiences via Profiles & Audiences
- C. Suggest sharing audiences via Sever to Server type destination
- D. Suggest sharing audiences via Cookie type destination

Answer: D

NEW QUESTION 7

A client recently enabled the Audience Analytics functionality between Adobe Analytics and Adobe Audience Manager. The client recently mapped several segments from Audience Manager to Analytics, and one segment does not show any population in Analytics.

The client provides the following information:

- * 1. Experience Cloud ID service is implemented.
- * 2. The segments use offline propensity model traits.
- * 3. The correct Report Suite has been selected in the Analytics destination.

Which item should the architect confirm to begin troubleshooting?

- A. Server-side forwarding is enabled.
- B. The segment has a real-time population.
- C. ID syncs are enabled.
- D. The segment uses a Device Graph merge rule.

Answer: B

NEW QUESTION 8

A company is not seeing Traits populate after onboarding its CRM data into Adobe Audience Manager. The architect has recommended the Onboarding Status Report to assist with the troubleshooting process.

What are two prerequisites to view rejected records in the Onboarding Status Report? (Choose two.)

- A. Enable file error sampling
- B. Replace FTP endpoint with S3
- C. Activate Tableau
- D. Obtain Administrator privileges
- E. Enable Role-Based Access Control

Answer: AE

NEW QUESTION 9

Which two features must be implemented for server-side forwarding? (Choose two.)

- A. Visitor ID Service
- B. Audience Management Module
- C. Asynchronous Destination IFramt
- D. DIL.create function
- E. Declared ID synchronization

Answer: AB

NEW QUESTION 10

An architect is evaluating a company's business requirements against its marketing technology investment. The architect notes that the company has integrated Adobe Analytics and Adobe Target but that they are not currently leveraging Adobe Audience Manager (AAM).

Which three business requirements suggest a need for AAM? (Choose three)

- A. Sharing audiences across the Experience Cloud
- B. Promoting personalized content on the same hit
- C. Managing user fatigue with frequency capping
- D. Tracking user behavior on the company's web properties
- E. Incorporating CRM data with hundreds of attributes
- F. Enriching first party data with third party demographics

Answer: CDF

NEW QUESTION 10

A client notifies an architect that Declared ID sync is not working when a site visitor authenticates. The architect first checks the AAM Data Source to make si it is set up properly.

- ID: 543213
- Integration Code: cust-id
- ID Type: Cross Device
- ID Definition: Person
- Data Source Settings (Inbound): Customer ID

After checking the debugging tool, the architect sees the below data points returned upon authenticating on site.

d_cid_ic: 2991 c7a7-6fc74f-431jd 2

d_sonv: 1

d_id_ts=1142144713051 d_mid:16184299510823404650127548759430712925
Why is the Declared ID sync failing to working properly?

- A. The Data Source ID Type should be Cookie and not Cross-Dev
- B. The di-jsonv parameter should return a *0' value.
- C. The Experience Cloud ID is not enabled.
- D. The d_cid_ic parameter is missing the integration code.

Answer: D

NEW QUESTION 12

A subscription services client has a goal for the new year to decrease customer churn by identifying at-risk customers online and presenting special offers to those customers. If a customer falls into any two of the categories below, the client considers them a high risk of churn:

- The customer has called into Customer Service 3 or more times within the last 30 days.
- The customer is within 2 months of the end of their subscription agreement.
- The customer last left an online rating feedback of 3 or lower based on a 5-point scale.
- The customer is within the first 30 days of signing up for service.

The client would like to use AAM to identify these high-risk churn customers throughout its digital ecosystem. Which option should an architect implement?

- A. Segment based on customer CRM call-in/subscription data and Adobe Analytics for ratings data
- B. Segment using an onsite media pixel for ratings data and customer CRM call-in/subscription data
- C. Segment based on real-time data passed from Adobe Analytics
- D. Segment based on first-party data upload from the client's CRM system

Answer: A

NEW QUESTION 15

A global telecommunications company wants to allow its business practitioners to create onboarded traits for onboarded first-party data through Natural Match. The business practitioners only have access to their own region-specific data sources.

- The Customer ID is synched with Data Source ID: 432145.
- The Latin America Business Practitioner has access to Data Source ID: 761432.
- Adobe Experience Cloud ID is enabled.
- The files are split by each region.

Which design should the architect select to meet these requirements?

- A. Use 761432 as the DPID and 432145 as the TDPID in the file name
- B. Add a column in the file for Data Source 761432
- C. Use 761432 as the DPID in the file name
- D. Use 432145 as the DPID and 761432 as the TDPID in the file name

Answer: A

NEW QUESTION 19

A travel company wants to serve a unique website experience on the first page when a Platinum Member returns to the site.

- The travel company does not have Adobe Analytics.
- The travel company is not using Adobe Target.
- The travel company is using a proprietary Site Personalization Platform.
- AAM has a Cookie Based integration with the Site Personalization Platform.
- The DIL code is located in the body.
- The Site Personalization code is located in the header.

What should the architect recommend to enable this use case?

- A. Place the Site Personalization code in the body and below the DIL code
- B. Place the Site Personalization code and the DIL code in the footer
- C. Place an AAM API call above the Site Personalization code and DIL code
- D. Place an AAM API call in between the Site Personalization code and the DIL code

Answer: A

NEW QUESTION 23

A client wants to increase website performance by limiting the number of Experience Cloud JavaScript server calls. Which action should the architect recommend to meet the requirements?

- A. Create a data source in AAM for Adobe Analytics
- B. Disable the outbound Analytics Destination in AAM
- C. Enable Adobe Analytics server-side forwarding
- D. Implement the latest version of the AAM Data Integration Library (DIL)

Answer: C

NEW QUESTION 25

An architect is using network debugger tools to verify that the Experience Cloud visitor ID Service has been correctly deployed to a client's website. The architect wants to filter the network traffic to isolate the call from the Experience Cloud Visitor ID service to request a visitor ID for this standard implementation. Which filter should the architect apply?

- A. dpm
- B. event
- C. dest

D. b/ss

Answer: A

NEW QUESTION 27

A media client wants to increase returning customers. The client currently tracks and understands its visitors' web behavior using Google Analytics and maintains customer 360 data on offline CRM. It plans to use Adobe Audience Manager to create segments and re-target on email using Adobe Campaign marketing automation.

Which onboarding approach should the architect recommend?

- A. Onboard Google Analytics data into Adobe Audience Manager using server-side forwarding
- B. Onboard Google Analytics data into Adobe Audience Manager using CSV files
- C. Onboard offline CRM data into Adobe Audience Manager using client-side DIL
- D. Onboard Google Analytics data into Adobe Audience Manager using client-side DIL

Answer: D

NEW QUESTION 29

A media client has recently acquired Adobe Audience Manager as its DMP for building and sharing audience segments. The client uses Adobe Target Premium for delivering personalized content over web touchpoints.

Which two prerequisites are needed for this integration to function? (Choose two.)

- A. Key-Value Data Format
- B. Provision SFTP for audience transfer
- C. Provision for Profiles and Audiences
- D. Experience Cloud service
- E. Google Publisher Tag Cookie Destination

Answer: CD

NEW QUESTION 33

A high-tech client that caters to privacy-conscious customers reports that 70% of their website visitors use Ad Blocking software. The client still wants to serve personalized messaging to visitors on www.mysite.com using AAM segments.

Which option should an architect implement to meet this requirement?

- A. Cname the demdex.net domain to demdex.mysite.com
- B. Create a Profile Merge Rule using "No Authentication Profile"
- C. Post a message requesting visitors to disable ad blocking software
- D. Enable first-party Adobe Analytics domain and server-side forwarding

Answer: D

NEW QUESTION 35

A banking client wants to use Audience Manager segments for an upcoming site-personalization campaign. The campaign is promoting exclusive credit card upsell opportunities for a group of high value customers. Prospects and unqualified customers must not see this messaging.

Which Profile Merge Rule should an architect recommend to meet these requirements?

- A. Current Authenticated + Current Device
- B. Current Authenticated + No Device
- C. Last Authenticated + Profile Link
- D. Last Authenticated + Adobe Co-op

Answer: B

NEW QUESTION 40

After successfully identifying their top-performing segments, a company wants to extend their reach by acquiring new prospects likely to convert. Which two Audience Manager features should the architect recommend to meet the requirements? (Choose two.)

- A. Algorithmic Modeling
- B. Instant Cross-Device Suppression
- C. Audience Marketplace
- D. Audience Lab
- E. Profile Linking

Answer: AD

NEW QUESTION 42

A client leverages Audience Manager and Target. The client wants to use AAM segments to drive their personalization and optimization efforts using Adobe Target in the most efficient way possible. The client recently completed their implementation but does not see any segments in Target.

The client's Experience Cloud ID service implementation and Target implementation have been validated. Both library versions are up to date.

Which implementation component is the client missing?

- A. Adobe Target Mbox
- B. Server-side forwarding
- C. Experience Cloud Shared Audiences
- D. Audience Manager Declared ID

Answer: C

NEW QUESTION 47

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