



Adobe

Exam Questions AD0-E452

Adobe Audience Manager Architect

NEW QUESTION 1

An architect is reviewing a client's marketing technology stack to recommend a web implementation approach for collecting real-time first-party online data. The client plans to use Adobe Audience Manager to build rich audiences and activate them.

Which three technologies should inform the architect's recommendation to the client? (Choose three.)

- A. Customer Relationship Management (CRM) system
- B. Analytics solution
- C. Demand-Side Platform
- D. Experience Cloud Visitor ID Service
- E. Tag Management solution
- F. Identity Resolution Service

Answer: BDE

NEW QUESTION 2

A client wants to share audiences with a media partner for targeting. The media partner also uses Audience Manager. The client wants to target audiences in media that visited its website in the past 30 days. The client has not signed up for Audience Marketplace yet.

Which audience sharing approach should an architect recommend?

- A. Set up Cookie-type destination to track a website visitor's past activities.
- B. Set up URL type destination because it is quick and does not require enabling Marketplace.
- C. Set up Declared IDs export feed in AAM to share with the media partner.
- D. Set up Server-to-Server destination with the media partner's Audience Manager account.

Answer: C

NEW QUESTION 3

A Marketing Manager launches a Display campaign and needs to track what media creative visitors are seeing most often. The traits are set up properly, but do not show any data.

https://mysite.demdex.net/event?d_src=123654&d_site={%site_ID%}8dd_creative={%creative_id%} What is causing this issue?

- A. The tag is missing the d_adsrc parameter.
- B. The tag is missing the d_event parameter.
- C. The tag is missing the d_adgroup parameter.
- D. The tag is missing the d_placement parameter.

Answer: B

NEW QUESTION 4

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 5

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 6

A financial industry sector company has selected Adobe Audience Manager (AAM) as its preferred Data Management Platform (DMP) solution and Adobe Target for the website visitors' experience management and testing. The company is not using any other Adobe product suite tools.

Which approach should an architect recommend for the data collection?

- A. Server-side forwarding due to the low server calls
- B. Ingest web-server data log
- C. Client-side AAM DIL code implementation
- D. Creation and deployment of unique AAM tracking pixel for each webpage

Answer: A

NEW QUESTION 7

A customer wants to update a rule logic for a specific trait using APIs. Which method(s) should the architect use?

- A. POST /segments/validate
- B. PUT /traits/{sid} POST /traits/validate
- C. PUT /segments/{sid} POST /segments/validate
- D. POST /traits/validate

Answer: A

NEW QUESTION 8

A client implements Search and Display media partners' remarketing pixels on its website to re-target site visitors with product offerings.

- None of these media partners currently have integration with the Audience Manager.
- The client has implemented Audience Manager as its SMP solution to create richertarget audience segments user to data points enabled from otherdata sources including the client's CRM system, media, site behavior, third-party data services, and email programs.
- The client wants to leverage these richer data sets to enhance the efficiency of the remarketing programs. Which approach should an architect recommend to activate the audiences from Audience Manager into the platforms of these media partners for targeting?

- A. Share audiences via server-to-server destination
- B. Leverage Customer Data Feed to share audiences with the media partners
- C. Implement the media partners' remarketing pixel on more webpages
- D. Share audiences via URL type destination

Answer: A

NEW QUESTION 9

A client needs to send marketing emails using Adobe Campaign to all customers who have logged in to the website within the past 30 days but have only bought products at a retail store location. These customers are represented in AAM using the segment name of "1st Party: Recent Visitor - Retail Shoppers."

Which identifier should an architect use to meet these requirements?

- A. Declared ID
- B. Experience Cloud ID
- C. Profile ID
- D. AAM UUID

Answer: A

NEW QUESTION 10

A telecommunications company wants to target its current DSL/Broadband customers with an advertisement to upgrade to a new FiberOptics product. The attributes in their CRM system are as follows:

- Customer Zip Code
- Household Size -1; 2-4; 5
- Zip Code is Fiber Eligible: Yes; No
- Current Product - DSL" Broadband; Fiber
- Paperless Billing - Yes; No
- Internet Speed -10 mbps; 25 mbps; 50 mbps; 100+ mbps How should an architect recommend using these data points?

- A. Target current DSL/Broadband Customers and Zip Code Fiber Eligible; Suppress Current Fiber Customers
- B. Target current DSL/Broadband Customers and Zip Code Fiber Eligible
- C. Target Zip Code is Fiber Eligible; Suppress Current Fiber Customers
- D. Target current DSL/Broadband Customer and Zip Code Fiber Eligible; Target Third-Party GeoLocation Data

Answer: A

NEW QUESTION 10

An eCommerce client acquires Adobe Audience Manager as its DMP to personalize content areas on the landing page based on users' shopping history and ad impressions. The client currently uses Adobe Experience Manager (AEM) for content management Adobe Target for content personalization, and a non-Adobe Ad server.

Which integration approach is needed to meet these requirements?

- A. Real-Time Server-to-Server Integrations
- B. Pixels syncs to targeting systems
- C. Real-time calls using People core service
- D. Server-to-Server Batch Integration

Answer: A

NEW QUESTION 11

A retailer wants to target customers on its web properties based on their past buying behavior. Only about 8% of site visitors log in. Which complementary technology should the architect recommend?

- A. Ad Server
- B. Personalization Platform
- C. Campaign Automation Platform
- D. Onboarding Partner

Answer: B

NEW QUESTION 13

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 15

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 16

A customer wants an extract of their segment rules to perform an audit. Which API method should the architect use?

- A. POST /segments/estimate-30-day-size
- B. GET/segments
- C. POST /segments
- D. GET /segments/rules
- E. GET /segments/limits
- F. POST /segments/rules

Answer: D

NEW QUESTION 19

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 24

A telecommunications company has created an analytics segment to track visitors that click the "I'm Interested" button (Prop13). The company wants to immediately re-target this user with displays ads on multiple DSPs. The company has Adobe Analytics, and server-side forwarding is enabled. Which option should an architect select to meet the requirements?

- A. Map the Prop 13 Adobe Analytics segment directly to the DSP Destinations
- B. Share the "Prop 13" segment in Adobe Analytics with AAM, Map to the DSP destinations in AAM
- C. Create a trait in AAM to capture "Prop13", Build as a segment Map to the DSP destinations
- D. Onboard visitors that clicked the "I'm Interested" button through Natural Match

Answer: C

NEW QUESTION 26

Refer to the exhibit.

	A	B	C	D	E	F
1	name	dataSourceId	folderId	traitRule	traitType	Response
2	Banking_Savings Account_Customer = Yes	432123	231212	savings="yes"	ON_BOARDED_TRAIT	bad request

The AAM API tool being used is reporting a "Bad Request" response when trying to do a bulk upload of new traits. The architect has validated that the Data Source ID and Folder ID is correct.

What is the cause of the bad request response?

- A. The trait rule should be savings=="yes".
- B. API calls do not allow the use of _ as a character in the trait name.

- C. Onboarded traits cannot be created through an API tool.
- D. The trait rule should be "savings"="yes".

Answer: A

NEW QUESTION 29

A client wants to re-target their site visitors with an off-site display ad. Internal analysis shows that a customer returns to their site on average once every 90 days. However, users are being removed from the "Site Visit" trait qualification every 60 days in AAM. What should an architect recommend to the client to solve this problem?

- A. Implement server-side forwarding of the UUID
- B. Set the frequency cap for all segments to be greater than 60 days
- C. Reset the Audience Manager Module within the appMeasurement library
- D. Increase the Time To Live (TTL) expiration value

Answer: D

NEW QUESTION 33

An electronics company wants to re-target users that have abandoned cart for their newest Smart Watch. The analytics team has determined that the users coming from a specific media partner convert at a very high percentage after viewing or clicking on an impression for this particular product. The electronics company wants to ensure that their media partner is able to serve an impression as soon as a visitor qualifies for the "Abandoned Cart" segment on their website. Which option should the architect recommend to accomplish this goal?

- A. Share the audience through a second party marketplace agreement
- B. Share the audience through a URL Destination
- C. Share the audience through a Server-to-Server destination
- D. Share the audience directly from Adobe Analytics

Answer: B

NEW QUESTION 37

A large bank needs to develop the taxonomy to manage its assets in the Audience Manager given the following scenario:

- Collects site activity data from multiple websites set up for a respective Line of Business (LOB)
 - Has extensive data available in CRM system on its current customers
 - Tracks media in DMP (Display, Video, Search, Social, etc.)
 - Has multiple teams and partners using the data available within Audience Manager for audience development
 - Uses Audience Manager as a central platform to develop and activate audiences in owned and paid channels
- Which recommendation should an architect make for Traits name taxonomy development?

- A. Indicate the name of the segment using the Trait in segment development
- B. Indicate the destination partner, signal, and name of source of data
- C. Indicate the name of the segment using the Trait and the destination partner
- D. Indicate the data collection method, signal, and name of source of data

Answer: D

NEW QUESTION 40

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