

## AD0-E452 Dumps

### Adobe Audience Manager Architect

<https://www.certleader.com/AD0-E452-dumps.html>



#### NEW QUESTION 1

An online retailer successfully sold a promotional product on a holiday and decides to begin selling it full-time in the product catalog. Which AAM capability should be recommended to help expand the customer base for this new product?

- A. Look-alike modeling
- B. Audience Lab
- C. CRM Data Onboarding
- D. Media suppression

**Answer: A**

#### NEW QUESTION 2

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 3

A travel site plans to quickly re-target its customers who bought airline tickets with rental car offers. The company needs to leverage Adobe Audience Manager to send qualified segment data from the ticket purchasing site to its media targeting platforms to send offers where there is not a standard pre-existing integration. Which approach should an architect recommend to meet these requirements?

- A. Contact Adobe consultant to transfer data
- B. Extract and upload to SFTP approach
- C. Server-to-Server Destination approach
- D. URL Type Destination approach

**Answer: B**

#### NEW QUESTION 4

A client plans to run a media program to target site visitors at a Demand Side Platform (DSP) that has Server-to-Server integration with Audience Manager.

- The size of audiences within AAM looks appropriate to launch the media program.
- The audience match rate between Audience Manager and the DSP is lower than expected.
- Based on Solutions Consultant recommendations, the client enabled the ID Sync with the DSP on the client's website to increase the match rate.

Which Audience Manager call should an architect validate?

- A. ...demde
- B. net/first event
- C. ...demdex.net/ibs
- D. ...demdex.net/event
- E. ...demdex.net/dest

**Answer: B**

#### NEW QUESTION 5

A marketing specialist for a hotel company is designing an email campaign in Adobe Campaign to increase loyalty among its occasional hotel visitors. The specialist has access to all of the company's audiences from AAM, but has a limited budget. The specialist does not want to annoy customers who are unlikely to find this promotion compelling or do not qualify.

The campaign will award customers a free weekend night for use on a future trip if they have booked three weekday nights.

Which traits should be used to meet these requirements?

- A. resort\_stays > 5 AND membership\_level=platinum
- B. resort\_stays > 2 OR visited\_hotel\_page=true
- C. business\_stays > 3 OR leisure\_stays > 5
- D. business\_stays > 10 ANDcan\_email\_flag=false

**Answer: D**

#### NEW QUESTION 6

A mobile audio streaming service tracks the listening habits of its users via an analytics platform. It wants to enrich that data with third-party demographics data to better understand the users who use its platform.

Which approach should an architect select to meet the requirements?

- A. Include a login in the application, and share email and location with demographic data scraping company
- B. Include a login in the application and onboard third-party data via an onboarding partner
- C. Share customer name and listening habits with media company partners and request customer demographics
- D. Share customer email and preferences with record companies and request related demographics

**Answer:** D

#### NEW QUESTION 7

A company wants to remove specific customers from a single trait using an onboarded batch file. What prefix and filetype should an architect use to accomplish this goal?

- A. d\_unsegment and a .sync file
- B. d\_unsid and a .overwrite file
- C. d\_unsegment and a .overwrite file
- D. d\_unsid and a .sync file

**Answer:** B

#### NEW QUESTION 8

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

- Collects site activity data from multiple websites set up for a respective Line of Business (LOB)
  - Has extensive data available in the 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
- What should an architect recommend to meet these requirements?

- A. Create one folder for each LOB and store all Traits in a single folder by LOB so that Traits are easier to search
- B. Create a separate parent folder for each data source under all Traits, and child-folders to represent the LOB
- C. Create a single folder and store all Traits together irrespective of the LOB for the ease of management
- D. Create a separate folder for each trait so that each Trait is stored separately

**Answer:** B

#### NEW QUESTION 9

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 10

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%}&dd\\_creative={%creative\\_id%}](https://mysite.demdex.net/event?d_src=123654&d_site={%site_ID%}&dd_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 10

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 12**

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 16**

A client ingests a Customer Data Feed (CDF) export log daily into an offline analytics data platform to develop advanced reporting and analytics capabilities.

The IT team has ensured that the CDF log is processed and ingested in the analytics platform successfully and accurately daily.

The Analytics Team built a trends report using various combinations of the fields available in the CDF log shown to understand the user level behavioral activity across digital marketing channels:

- EventTime
- Device
- Realized Traits
- Realized Segments
- All Traits
- All Segments
- MC Device
- Container ID
- IP Data Type

The trends report shown a zero usercount for all recoils since last week. What should be confirmed to resolve this issue?

- A. The Realized Segments data has been received from Audience Manager.
- B. The Container ID is always present in the CDF log received from Audience Manager.
- C. The IP Data Type is disabled in the CDF log received from Audience Manager.
- D. The device is present in the CDF log received from Audience Manager.

**Answer: D**

**NEW QUESTION 18**

A marketer at a mobile phone company notices that subscriber promotions are driving increased site traffic without increasing sales. The promotion is intended to drive existing customers to upgrade their devices and sign onto a new contract term. The marketer believes that most customers need to see the offer more than once to spur an upgrade. The marketer wants to craft an online campaign to accomplish this goal.

The company has invested in Adobe Analytics and Audience Manager, and onboards its CRM and Media data into AAM.

Which three traits are required to create a re-targeting audience that meets the requirements? (Choose three.)

- A. Last purchase date
- B. Device type
- C. Membership level
- D. Email Permission
- E. Cart abandon
- F. Visited product page

**Answer: ABD**

**NEW QUESTION 20**

A retail customer uses Adobe Analytics, Audience Manager, and Experience Cloud ID service. For the launch of a new product they want to capture and segment users based on the following data points:

- \* 1. Whether the user clicked the Homepage banner for the new product
- \* 2. Whether the user viewed the Product Detail Page for the new product
- \* 3. Whether the user added the new product to their cart
- \* 4. Whether the user completed a purchase of the new product

These data points will be used to build segments for the following use cases:

- \* 1. Re-target non-converters who showed interest in the product but did not convert
- \* 2. Next page site personalization for users who abandoned their cart
- \* 3. Instant suppression of recent converters

Which data collection method should the architect recommend?

- A. DCS APIs
- B. Customer Attributes
- C. Server-Side Forwarding
- D. Shared Audiences

**Answer: C**

**NEW QUESTION 23**

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 27

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 32

An architect needs to create a file name for CRM data onboarding based on The following Information provided:

iOS ID: 20195

DPID TARGET DATA OWNER: 901035

TIMESTAMP: 201810171215

INTEGRATION CODE: 32456

Which file name follows the required file naming syntax?

- A. ftp\_dpm\_20195.901035.201810171215.cs
- B. 1 .gz
- C. ftp\_dpm\_201810171215.overwrite.1.gz
- D. ftp\_dpm\_32456\_201810171215.overwrite.1.gz
- E. ftp\_dpm\_20195.901035.201810171215.overwrite

**Answer:** D

#### NEW QUESTION 35

A client notices that the traits set up to collect the new attributes in the Natural Match file onboarded last week still do not show any data. After verifying that the trait was set up as an Onboarded Trait the architect checks the Onboarding Status Report to troubleshoot why no data is showing in AAM for that trait.

- Stored Records: 0
- Format Error 0
- Invalid AAM ID: 0
- No Trait Realized: 123.045
- No Matching AAM ID: 4.121

Why is the trait failing to capture any data?

- A. Customer has not visited web property
- B. Incorrect Key-Value Pair in the uploaded file
- C. Incorrect profile merge rule used
- D. Experience Cloud ID is not set up properly

**Answer:** A

#### NEW QUESTION 40

A client wants to do off-site media suppression across all of a user's devices for users who have logged in to the mobile app and enabled email notifications.

Currently, email notifications can only be enabled through the client's website in the My Account section.

Which Profile Merge rule should the architect select to meet these requirements?

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

**Answer:** C

#### NEW QUESTION 44

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 sure 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 d-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 45

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 48

A travel company wants to segment users based on their activity across a maximum of four devices. Which Profile Merge Rule configuration should be used?

- A. Current Authentication Profile + a Data Source + No Device
- B. Last Authentication Profile + a Data Source + Current Device Profile
- C. No Authentication Profile + a Data Source + Current Device Profile
- D. Current Authentication Profile + a Data Source + Profile Link Device Profile

**Answer:** D

#### NEW QUESTION 49

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 50

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 54

An e-commerce client needs to personalize customer experience on its website. The client plans to use Audience Manager for audience development and activation across website, email, and display media platforms.

The client has made the following investments and cannot make any more technology investments in the next 2 to 3 years:

- Adobe Audience Manager
- In-house developed Content Management System (CMS)
- In-house developed Site Personalization platform that supports API-based integration
- Adobe Campaign
- Adobe Advertising Cloud
- Adobe Analytics

What should a solution architect recommend to this client for experience personalization on the website?

- A. Integrate Advertising Cloud with Audience Manager using out-of-the-box integration
- B. Integrate Data Management Platform that integrates with client's existing website CMS and Personalization platform
- C. Integrate the in-house developed Site Personalization platform using Adobe Campaign APIs
- D. Integrate the in-house developed Site Personalization platform using Audience Manager APIs

**Answer:** A

**NEW QUESTION 57**

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 61**

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 63**

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 66**

A client invests in digital marketing tools to identify current customers and drive media and site personalization programs for current customers at scale:

- The client has a large current customer base.
- Fifty percent of current customers have logged in on the client's website or mobile app in the past 6 months.
- The client wants to re-engage with current customers who have not logged in to the website or mobile app in the past 6 months.
- Irrespective of website visitors' login status, the client wants to identify whether the website visitor is a current customer.
- The client wants opportunities to identify current customers across devices. Which recommendation should a solution architect make to the client?

- A. Onboard current customer data through match partner and Natural Match
- B. Onboard third-party data via Audience Marketplace
- C. Onboard current customer data through mobile app match partner
- D. Onboard current customer data through either match partner or Natural Match

**Answer:** C

**NEW QUESTION 68**

A company is using Adobe Analytics, Adobe Audience Manager, and Adobe Target and has implemented the Experience Cloud Visitor ID Service. The client wants to customize website content using Adobe Target based on first-party data including time on site. The company has asked their architect whether they should push segments to Adobe Target from Adobe Analytics or from Audience Manager.

What two requirements should the architect verify prior to making a recommendation? (Choose two.)

- A. Whether they need to stop targeting users when they fall out of the segment
- B. Tag management solution such as Adobe Launch deployed on the web property
- C. Acceptable latency between when site visitors qualify for the segment and are targeted
- D. Use cases the company has purchased from the Audience Marketplace
- E. Onboarding approach for CRM data and the number of attributes onboarded

**Answer:** AC

**NEW QUESTION 69**

An architect is examining the network traffic on a client's website to verify that server-side forwarding is working correctly. What should the architect look for in the response to the Adobe Analytics call?

- A. 2x2 image/gif
- B. asynchronous iframe
- C. "stuff"
- D. "SUCCESS"

**Answer:** C

**NEW QUESTION 73**

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 77

A company wants to onboard single campaign lists to the same data source each month to re-engage with their current customer. The company wants to ensure that the customer can be a part of multiple campaigns.

Which file type should an architect recommend to meet the requirements?

- A. .split
- B. .csv
- C. .overwrite
- D. .sync

**Answer: D**

#### NEW QUESTION 81

An electronics company plans to target audiences on its own web properties and through paid advertising. There are multiple lines of business, each with well-defined strategies for driving results. The architect has recommended a naming convention to make it easier for digital marketers to locate their segments in the Audience Manager UI.

Which segment name meets these requirements?

- A. Personal Electronics - Tablets - Cross-Sell Prospects
- B. All Electronics ; - Membership Level - Platinum
- C. Advertising - Ad Group 5 - Banner Ad Placement
- D. Page Visitors - 30 Day Site Visitors - Product Pages

**Answer: D**

#### NEW QUESTION 86

A travel company plans to show different product banners to website visitors based on their lifestyle, browsing behavior, and average spending per year. Which top-level trait folders should an architect recommend?

- A. Flights, Hotels, Car Rentals
- B. Adobe Target Cross-Channel Messaging Tool, Ad Server
- C. Sports Enthusiast Cart Abandonee High Spending Customer
- D. Third party, Analytics, CRM

**Answer: C**

#### NEW QUESTION 90

A new Adobe Analytics and Adobe Audience Manager client wants to use offline purchase history for analytics, site personalization, and offsite display advertising. The client has completed the following as part of their implementation:

- \* 1. Experience Cloud ID Service
- \* 2. Analytics appMeasurement library with AAM Module
- \* 3. An automated Customer Attributes feed into Adobe Analytics with all CRM data
- \* 4. Audience Manager destination integrations for site personalization and offsite display advertising

The client's implementation resources have been assigned to another project. No adjustments can be made to the current implementation. What should the architect recommend to meet the goal?

- A. Create segments in Analytics and send to AAM via Shared Audiences
- B. Enable Analytics Server-Side Forwarding to AAM
- C. Create segments in AAM based on real-time event, prop, and eVar data
- D. Import the relevant AAM segments into Analytics Workspace

**Answer: B**

#### NEW QUESTION 94

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 97

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 100

A telecommunications company is celebrating its 50 year anniversary. It wants to serve a personalized experience to its customers based on how long they have been with the company. The company stores the long form date of their first contract. How should an architect recommend incorporating this data into Audience Manager?

- A. • Extract the month and year from the CRM system• Create a trait for number of years since initial contract date
- B. • Extract year and month from the CRM system• Create a trait for each month (1 -12) and each year and combine into a segment
- C. • Extract the year from the CRM system• Create a trait for each 5 year range they have been a customer
- D. • Extract the year from the CRM system• Create a trait for each calendar year that the company has been in business

**Answer:** C

#### NEW QUESTION 103

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