

Adobe

Exam Questions AD0-E452

Adobe Audience Manager Architect



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 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 3

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 4

What is the minimum required information in the file name for audiences onboarded from the CRM system?

- A. ftp, dpm, DPID, DPID_TARGET_DATA_OWNER, TIMESTAMP, .sync/.overwrite, SPLIT.NUMBER,
- B. ftp, dpm, DPID, TIMESTAMP, .sync/.overwrite
- C. ft
- D. DPID, TIMESTAMP, .sync/.overwrite
- E. ftp, DPID_TARGET_DATA_OWNE
- F. TIMESTAM
- G. .sync/.overwrite

Answer: B

NEW QUESTION 5

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 6

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 7

A company is interested in providing customers with incentives to try its store branded products instead of name branded products. Through a loyalty program, customers share their purchase information with the company and are rewarded with loyalty points.

Which two data points are necessary to meet the requirements? (Choose two.)

- A. Household size
- B. Price data
- C. Zip codes
- D. Product Categories
- E. Rewards ID

Answer: DE

NEW QUESTION 8

A banking client recently hired a new product manager to run one of its credit card products. There has been a decline in recent years on card spend with this card product, and customer survey data shows that the customer base for the card is changing. Older customers are using it less or not at all as they retire, while 20- and 30- year olds think the card is trendy and are proud to qualify to use it.

The new manager wants to grow the card's user base by finding more of these younger customers.

Which AAM capability should the architect recommend to help the marketer achieve that goal?

- A. Look-alike modeling based on 54- to 65-year old current customers
- B. Cross-channel segmentation for 20- to 30-year old current customers
- C. Cross-channel segmentation for 54- to 65-year old current customers
- D. Look-alike modeling based on 20- to 30-year old current customers

Answer: D

NEW QUESTION 9

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 10

An architect needs to devise a plan to capture user activity give:- the following scenario:

- A credit card company plans to run an acquisition program in partnership with a hospitality company.
- The hospitality company agrees to advertise the credit card company's product offer on its website to its current customers.
- The hospitality company redirects its current customers to the credit card company's website to apply for the credit card after clicking on the advertisement.
- The hospitality company wants to track the members' actions on the credit card application pages in Audience Manager.

What should an architect recommend to meet these requirements?

- A. Deploy Audience Manager tracking pixel on credit card application pages
- B. Activate loyalty members' data using the services of an onboarding partner
- C. Deploy Audience Manager DIL code on credit card company website
- D. Enable server-side forwarding with the credit card company

Answer: A

NEW QUESTION 10

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 15

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 16

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 rich target audience segments user to data points enabled from other data 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 21

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 23

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 25

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 28

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 30

Which three elements are part of the Customer Data Feed? (Choose three.)

- A. Geo-Code
- B. Unrealized Traits
- C. Device
- D. IP Address
- E. Event Time
- F. GCDevice

Answer: CDE

NEW QUESTION 34

An architect is requested to design the taxonomy (Trait Name, Trait Rule) for media data collected using Audience Manager media tracking pixel implemented in the client's ad server.

Client tracks the following media data points IDs in the Audience Manager:

- Campaign
- Creative
- Placement
- Site

The client needs to be able to validate that:

- The Trait Name represents the correct data point
- The Trait Expression represents the correct data point

Which approach should a solution architect recommend for Trait Name and Trait Expression setup?

- A. include Segment ID, Destination ID in the Trait name
- B. Include media data point ID in the Trait Name, Trait Expression
- C. Include Segment ID in the Trait Name, Trait Expression
- D. Include Data Source ID in the Trait Name, Trait Expression

Answer: B

NEW QUESTION 35

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 38

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 40

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 45

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 48

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 50

A large automobile manufacturer needs to enhance their optimization efforts by using data from one of their insurance partners. The manufacturer needs to match their make/model information with the insurance company's currently insured vehicle, location, and family size. Which two options could the architect take to enable this relationship? (Choose two.)

- A. Activate a data agreement through the Audience Manager Marketplace
- B. Create a DSP destination in the automobile and insurance company's AAM instance to share this data
- C. Use an impression pixel on the insurance company's website to pass site behavior back to the automobile manufacturer
- D. Privately exchange data with the insurance company via a Second Party agreement
- E. Export the automobile manufacturer's model and safety information for use with the insurance company

Answer: D

NEW QUESTION 51

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 53

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 58

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