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Adobe Audience Manager Architect

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QUESTION 1

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 is Fiber Eligible; Suppress Current Fiber Customers

B. Target current DSL/Broadband Customers and Zip Code is Fiber Eligible

C. Target Zip Code is Fiber Eligible; Suppress Current Fiber Customers

D. Target current DSL/Broadband Customer and Zip Code is Fiber Eligible; Target Third-Party GeoLocation Data

Correct Answer: D

QUESTION 2

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 that user level behavioral activity across digital marketing channels:

EventTime Device Realized Traits Realized Segments All Traits All Segments MCDevice Container ID IP Data Type

The trends report shows a zero user count for all reports 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.

Correct Answer: B

QUESTION 3

What is contained in a Customer Data Feed (CDF) export file?

A. Event Time, Request Parameters, and DPID captured by an event call

B. Only User IDs and segments IDs captured by an event call

C. Only user IDs, trait IDs, and segment IDs captured by an event call

D. User, trait, and segment IDs and all parameters captured by an event call

Correct Answer: C

Reference: https://www.adobe.com/analytics/audience-manager/customer-data-feeds.html

QUESTION 4

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

Correct Answer: D

QUESTION 5

A retailer wants to re-target new site visitors on partner sites through a Demand Side Platform (DSP) to increase ad targeting effectiveness.

Which approach should the retailer select?

A. In Audience Manager, ingest third-party segment data targeted to converters Create an on-site campaign that offers converters targeted messages and offers Track performance with Audience Manager reports

B. Import partner data segments, combine them with their own, and personalize on-site experience Share audience segments to email marketing initiatives

C. Run Audience Manager look-alike model to identify unqualified audience members in that segment Target those segments through on-site personalization and DSP

D. In Audience Manager, create "No Conversion" segment Add rule to exclude recent converters Create special offer display-ads and subsequent on-site personalization

Correct Answer: B