



# AD0-E452<sup>Q&As</sup>

Adobe Audience Manager Architect

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**QUESTION 1**

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

Correct Answer: C

Reference: <https://www.pedromonjo.com/2019/10/profile-merge-rules-configuration/>

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**QUESTION 2**

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 Abandoner, High Spending Customer
- D. Third party, Analytics, CRM

Correct Answer: B

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**QUESTION 3**

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.

Correct Answer: D

Reference: <https://docs.adobe.com/content/help/en/audience-manager/user-guide/features/addressableaudiences.html>

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#### QUESTION 4

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

Correct Answer: D

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#### QUESTION 5

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

Correct Answer: C

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