



AD0-E452^{Q&As}

Adobe Audience Manager Architect

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**QUESTION 1**

A client wants to re-target their site visitors with an off-site display ad. Internal analysis shows that a customer returns to the 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 the 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

Correct Answer: D

QUESTION 2

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 3

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



Correct Answer: A

QUESTION 4

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".

Correct Answer: D

QUESTION 5

A high-tech client that caters to privacy-conscious customers reports that 70% of their website visitors use Ad Blocking software. The client still wants to serve personalized messaging to visitors on www.mysite.com using AAM segments.

Which option should an architect implement to meet this requirement?

- A. Cname the demdex.net domain to demdex.mysite.com
- B. Create a Profile Merge Rule using "No Authentication Profile"
- C. Post a message requesting visitors to disable ad blocking software
- D. Enable first-party Adobe Analytics domain and server-side forwarding

Correct Answer: C

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