AD0-E452$^{Q\&As}$

Adobe Audience Manager Architect

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QUESTION 1

An architect is reviewing a client\'s marketing technology stack to recommend a web implementation approach for collecting real-time first-party online data. The client plans to use Adobe Audience Manager to build rich audiences and activate them.

Which three technologies should inform the architect\'s recommendation to the client? (Choose three.)

A. Customer Relationship Management (CRM) system

B. Analytics solution

C. Demand-Side Platform

D. Experience Cloud Visitor ID Service

E. Tag Management solution

F. Identity Resolution Service

Correct Answer: ABC

QUESTION 2

A media company acquires a new magazine for its portfolio. It suspects that many of its subscribers are also subscribed to its new magazine holding. As a general policy, all print subscribers are granted access to the digital editions of all publications.

The media company wants to begin targeting ads to as many of the new magazine\'s subscribers as possible.

What approach should an architect take to meet the requirements?

A. Onboard the acquired magazine\'s CRM data via a matching partner

B. Add the media company\'s marketing pixel to the magazine\'s website

C. Onboard the media company\'s CRM data via a matching partner

D. Reconcile the two CRM databases offline and onboard via a matching partner

Correct Answer: A

QUESTION 3

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

Correct Answer: D

QUESTION 4

A client plans to run a media program to target site visitors at a Demand Site 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. ...demdex.net/firstevent

B. ...demdex.net/ibs

C. ...demdex.net/event

D. ...demdex.net/dest

Correct Answer: C

Reference: https://docs.adobe.com/content/help/en/audience-manager/user-guide/reference/visitorauthentication-states.html

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QUESTION 5

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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