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QUESTION 1

An electronics company wants to re-target users that have abandoned cart for their newest SmartWacth. 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

Correct Answer: D

QUESTION 2

A client wants to increase website performance by limiting the number of Experience Cloud JavaScript server calls.

Which action should the architect recommend to meet the requirements?

A. Create a data source in AAM for Adobe Analytics

B. Disable the outbound Analytics Destination in AAM

C. Enable Adobe Analytics server-side forwarding

D. Implement the latest version of the AAM Data Integration Library (DIL)

Correct Answer: D

QUESTION 3

A client notices that the traits set up to collect the new attributes in the Natural Match file onboarded last week still do not show any data. After verifying that the trait was set up as an Onboarded Trait, the architect checks the Onboarding Status Report to troubleshoot why no data is showing in AAM for that trait.

Stored Records: 0 Format Error: 0 Invalid AAM ID: 0 No Trait Realized: 123,045 No Matching AAM ID: 4,121

Why is the trait failing to capture any data?

A. Customer has not visited web property

B. Incorrect Key-Value Pair in the uploaded file

C. Incorrect profile merge rule used

D. Experience Cloud ID is not set up properly

Correct Answer: B

QUESTION 4

An electronics company plans to target audiences on its own web properties and through paid advertising. There are multiple lines of business, each with well-defined strategies for driving results. The architect has recommended a naming convention to make it easier for digital marketers to locate their segments in the Audience Manager UI.

Which segment name meets these requirements?

A. Personal Electronics – Tablets – Cross-Sell Prospects

B. All Electronics – Membership Level – Platinum

C. Advertising – Ad Group 5 – Banner Ad Placement

D. Page Visitors – 30 Day Site Visitors – Product Pages

Correct Answer: A

QUESTION 5

A client recently enabled the Audience Analytics functionality between Adobe Analytics and Adobe Audience Manager. The client recently mapped several segments from Audience Manager to Analytics, and one segment does not show any population in Analytics.

The client provides the following information:

4.

Experience Cloud ID service is implemented.

5.

The segments use offline propensity model traits.

6.

The correct Report Suite has been selected in the Analytics destination.

Which item should the architect confirm to begin troubleshooting?

A. Server-side forwarding is enabled.

B. The segment has a real-time population.

C. ID syncs are enabled.

D. The segment uses a Device Graph merge rule.

Correct Answer: A