AD0-E452^{Q&As}

Adobe Audience Manager Architect

Pass Adobe AD0-E452 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

https://www.pass4itsure.com/ad0-e452.html

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Adobe
Official Exam Center

⚙ **Instant Download** After Purchase

⚙ **100% Money Back** Guarantee

⚙ **365 Days** Free Update

⚙ **800,000+** Satisfied Customers

QUESTION 1

A software company is interested in alerting current customers about upcoming webinars. The company recently published white papers across owned channels.

The client\\'s IT organization has made the following digital investments:

Adobe Audience Manager, Analytics, and Target CMS, CRM, and email platforms from third parties An internally developed data store

Which approach should be used to meet the requirements?

A. Onboard CRM data to data store Create audience segments in data store Share data store audiences with AAM, Target, and their email platform

B. Onboard Adobe Analytics data using third-party service Create segments in AAM Share audiences with Target and their email platform

C. Export CRM data keyed off of plain text email Upload file to AAM Share audiences with Target and their email platform

D. Onboard CRM data using third-party service Create segments in AAM Share audiences with Target and their email platform

Correct Answer: A

QUESTION 2

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

QUESTION 3

A customer wants to update all trait rules in AAM.

Which API sequence should the customer use?

A. GET/traits/ PUT/traits/ic:{integrationCode} POST/traits/validate

B. GET/traits/ PUT/traits/{sid} POST/traits/validate

C. POST/traits/ POST/traits/list PUT/traits/{sid} POST/traits/validate

D. GET/traits/ PUT/traits/{sid} POST/traits/bulk-delete

Correct Answer: A

QUESTION 4

A new Adobe Analytics and Adobe Audience Manager client wants to use offline purchase history for analytics, site personalization, and offsite display advertising. The client has completed the following as part of their implementation:

1.

Experience Cloud ID Service

2.

Analytics appMeasurement library with AAM Module

3.

An automated Customer Attributes feed into Adobe Analytics with all CRM data

4.

Audience Manager destination integrations for site personalization and offsite display advertising

The client\\'s implementation resources have been assigned to another project. No adjustments can be made to the current implementation.

What should the architect recommend to meet this goal?

A. Create segments in Analytics and send to AAM via Shared Audiences

B. Enable Analytics Server-Side Forwarding to AAM

C. Create segments in AAM based on real-time event, prop, and eVar data

D. Import the relevant AAM segments into Analytics Workplace

Correct Answer: A

QUESTION 5

A global telecommunications company wants to allow its business practitioners to create onboarded traits

for onboarded first-party data through Natural Match. The business practitioners only have access to their

own region-specific data sources.

The Customer ID is synched with Data Source ID: 432145.

The Latin America Business Practitioner has access to Data Source ID: 761432.

Adobe Experience Cloud ID is enabled.

The files are split by each region.

Which design should the architect select to meet these requirements?

A. Use 761432 as the DPID and 432145 as the TDPID in the file name

B. Add a column in the file for Data Source 761432

C. Use 761432 as the DPID in the file name

D. Use 432145 as the DPID and 761432 as the TDPID in the file name

Correct Answer: B

QUESTION 6

A banking client recently hired a new product manager to run one of its credit card products. There has been a decline in recent years on card spend with this card product, and customer survey data shows that the customer base for the card is changing. Older customers are using it less or not at all as they retire, while 20- and 30-year olds think the card is trendy and are proud to qualify to use it.

The new manager wants to grow the card\\\'s user base by finding more of these younger customers.

Which AAM capability should the architect recommend to help the marketer achieve that goal?

A. Look-alike modeling based on 54- to 65-year old current customers

B. Cross-channel segmentation for 20- to 30-year old current customers

C. Cross-channel segmentation for 54- to 65-year old current customers

D. Look-alike modeling based on 20- to 30-year old current customers

Correct Answer: B

QUESTION 7

A client has a no authentication capability enabled on their website. The company has started implementing the Adobe Product suite tools including Audience Manager, Analytics, Target and Campaign. It plans to use Adobe Campaign for managing the email marketing programs and share email response data with Audience Manager.

Which ID recommendation should an architect make for audience sharing between Campaign and Audience Manager?

A. Use Experience Cloud ID

B. Use Declared ID captured in Audience Manager

C. Use Profile ID present in Campaign

D. Use Audience Manager UUID

Correct Answer: A

QUESTION 8

A large automobile manufacturer needs to enhance their optimization efforts by using data from one of their insurance partners. The manufacturer needs to match their make/model information with the insurance company\'s currently insured vehicle, location, and family size.

Which two options could the architect take to enable this relationship? (Choose two.)

A. Activate a data agreement through the Audience Manager Marketplace

B. Create a DSP destination in the automobile and insurance company\'s AAM instance to share this data

C. Use an impression pixel on the insurance company\'s website to pass site behavior back to the automobile manufacture

D. Privately exchange data with the insurance company via a Second Party agreement

E. Export the automobile manufacturer\'s model and safety information for use with the insurance company

Correct Answer: BC

QUESTION 9

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 10

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 11

Refer to the exhibit.

	A	B	C	D
1	Segment Name	Impressions	Click-Throughs	Orders
2	Segment 1	1,567,973	16,789	2,789
3	Segment 2	4,234,767	77,987	5,389
4	Segment 3	2,767,977	45,767	3,456

A client wants to understand how its Display Media optimization programs are performing by AAM Segment. The client wants to produce a report as outlined in Exhibit A.

What should an architect recommend the implementation team do to capture the data in the impressions column?

A. Capture the campaign code from the destinational URL.

B. Add a demdex media pixel to the ad\\'s creative.

C. Capture the referring domain of the click-through event.

D. Use server-side forwarding to capture the impressions.

Correct Answer: D

QUESTION 12

Which two features must be implemented for server-side forwarding? (Choose two.)

A. Visitor ID Service

B. Audience Management Module

C. Asynchronous Destination IFrame

D. DIL.create function

E. Declared ID synchronization

Correct Answer: AB

Reference: https://docs.adobe.com/content/help/en/analytics/admin/admin-tools/server-side-forwarding/ ssf.html

QUESTION 13

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

QUESTION 14

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 15

A large bank wants to develop the taxonomy to manage its assets in the Audience Manager given the following criteria:

Collects site activity data from multiple websites set up for a respective Line of Business (LOB) Has extensive data available in the CRM system on its current customers Tracks media in DMP (Display, Video, Search, Social, etc.) Has multiple teams and partners using the data available within Audience Manager for audience development Uses Audience Manager as a central platform to develop and activate audiences in owned and paid channels

What should an architect recommend to meet these requirements?

A. Create one folder for each LOB and store all Traits in a single folder by LOB so that Traits are easier to search

B. Create a separate parent folder for each data source under all Traits, and child-folders to represent the LOB

C. Create a single folder and store all Traits together irrespective of the LOB for the ease of management

D. Create a separate folder for each trait so that each Trait is stored separately

Correct Answer: B

AD0-E452 VCE Dumps   AD0-E452 Study Guide   AD0-E452 Exam Questions