Exam Questions AD0-E452

Adobe Audience Manager Architect

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NEW QUESTION 1
A media agency runs campaigns across display and social media platforms. Campaign impression data is captured by pixeling the creative. Which approach should the agency use to populate traits in Audience Manager?

A. Actionable Log File
B. Ad Server Macros
C. URL Redirects
D. Google Publisher Tag Destination

Answer: B

NEW QUESTION 2
What is the minimum required information in the file name for audiences onboarded from the CRM system?

A. ftp, dpm, DPID, DPID_TARGET_DATA_OWNER, TIMESTAMP, .sync/.overwrite, SPLIT.NUMBER,
B. ftp, dpm, DPID, TIMESTAMP, .sync/.overwrite
C. ft
D. DPID, TIMESTAMP, .sync/.overwrite
E. ftp, DPID_TARGET_DATA_OWNE
F. TIMESTAM
G. .sync/.overwrite

Answer: B

NEW QUESTION 3
A credit card company monetizes their audiences by offering ad inventory to airlines, hotels, and rental car agencies. The company wants to obtain third-party data to enrich their audiences. The architect needs to help evaluate AAM data partners based on a description of their current segment offerings.
Which data partner's segments should the architect recommend?

A. Regional segments with coverage for many countries including the US, UK, Spain, Italy, Germany, and France
B. Propensity segments based on predictive visitors to global cultural Points of Interests (POIs) as well as demographic and geolocation segments at massive scale
C. Industry segments with coverage for financial services, health, media, and political
D. Derived segments from machine learning innovation to bring the depth and breadth of consumer insights to directly impact the full spectrum of marketing research and business objectives

Answer: B

NEW QUESTION 4
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

Answer: B

NEW QUESTION 5
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

Answer: A

NEW QUESTION 6
A company is interested in providing customers with incentives to try its store branded products instead of name branded products. Through a loyalty program, customers share their purchase information with the company and are rewarded withloyaltypoints.
Which two data points are necessary to meet the requirements? {Choose two.)

A. Household size
B. Price data
C. Zip codes
D. Product Categories

E. Rewards ID

Answer: DE

NEW QUESTION 7
A Marketing Manager launches a Display campaign and needs to track what media creative visitors are seeing most often. The traits are set up properly, but do not show any data.
https://mysite.demdex.net/event?d_src=123654&d_site={%site_ID%}8dd_creative={%creative_id%} What is causing this issue?

A. The tag is missing the d_adsrc parameter.
B. The tag is missing the d_event parameter.
C. The tag is missing the d_adgroup parameter.
D. The tag is missing the d_placement parameter.

Answer: B

NEW QUESTION 8
Which statement represents the steps for generating a Customer Data Feed (CDF)?

A. Architect can begin self-service set up using a secure, customer-specific Amazon S3 bucket to start CDF file delivery
B. Audience Manager generates CDF files hourly and stores them in a secure, customer-specific Amazon S3 bucket
C. Architect can begin self-service set up using a secure, customer-specific on-premise file location to start CDF file delivery
D. Audience Manager generates CDF files daily and stores them in a secure, customer-specific on-premise location

Answer: A

NEW QUESTION 9
An Adobe Target client recently acquired Audience Manager to manage and activate its audiences in the targeting platforms including Adobe Target. The client is planning to implement Experience Cloud ID service in the next 6 months. The client would like to share the audiences with Adobe Target for an onsite promotion program planned to launch next month.
Which recommendation should an architect make to the client?

A. Suggest sharing audiences via Customer Data Feed
B. Suggest sharing audiences via Profiles & Audiences
C. Suggest sharing audiences via Sever to Server type destination
D. Suggest sharing audiences via Cookie type destination

Answer: D

NEW QUESTION 10
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:
* 1. Experience Cloud ID service is implemented.
* 2. The segments use offline propensity model traits.
* 3. 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.

Answer: B

NEW QUESTION 10
A company is not seeing Traits populate after onboarding its CRM data into Adobe Audience Manager. The architect has recommended the Onboarding Status Report to assist with the troubleshooting process.
What are two prerequisites to view rejected records in the Onboarding Status Report? (Choose two.)

A. Enable file error sampling
B. Replace FTP endpoint with S3
C. Activate Tableau
D. Obtain Administrator privileges
E. Enable Role-Based Access Control

Answer: AE

NEW QUESTION 12
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

Answer: A

NEW QUESTION 17
An architect is evaluating a company's business requirements against its marketing technology investment. The architect notes that the company has integrated Adobe Analytics and Adobe Target but that they are not currently leveraging Adobe Audience Manager (AAM).
Whichthree business requirement suggest a need for AAM? (Choose three)

A. Sharing audiences across the Experience Cloud
B. Promoting personalized content on the same hit
C. Managing user fatigue with frequency capping
D. Tracking user behavior on the company's web properties
E. Incorporating CRM data with hundreds of attributes
F. Enriching first party data with third party demographics

Answer: CDF

NEW QUESTION 18
A client implements Search and Display media partners' remarketing pixels on its website to re-target site visitors with product offerings.
• None of these media partners currently have integration with the Audience Manager.
• The client has implemented Audience Manager as its SMP solution to create richertarget audience segments user to data points enabled from otherdata sources including the client's CRM system, media, site behavior, third-party data services, and email programs.
• The client wants to leverage these richer data sets to enhance the efficiency of the remarketing programs. Which approach should an architect recommend to activate the audiences from Audience Manager into the
platforms of these media partners for targeting?

A. Share audiences via server-to-server destination
B. Leverage Customer Data Feed to share audiences with the media partners
C. Implement the media partners' remarketing pixel on more webpages
D. Share audiences via URL type destination

Answer: A

NEW QUESTION 21
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

Answer: A

NEW QUESTION 26
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

Answer: C

NEW QUESTION 27
A client notifies an architect that Declared ID sync is not working when a site visitor authenticates. The architect first checks the AAM Data Source to make si it is set up properly.
• ID: 543213
• Integration Code: cust-id
• ID Type: Cross Device
• ID Definition: Person
• Data Source Settings (Inbound): Customer ID
After checking the debugging tool, the architect sees the below data points returned upon authenticating on site.
d_cid_ic: 2991 c7a7-6fc74f-431jd 2
d_sonv: 1
d_ld_ts=1142144713051 d_mid:161842995108234046501275487594307129 25
Why is the Declared ID sync failing to working properly?

A. The Data Source ID Type should be Cookie and not Cross-Dev
B. The di-jsonv parameter should return a *0' value.
C. The Experience Cloud ID is not enabled.
D. The d_cid_ic parameter is missing the integration code.

Answer: D

NEW QUESTION 29
A telecommunications company wants to target its current DSL/Broadband customers with an advertisement to upgrade to a new FiberOptics product. The attributes in their CRM system are as follows:
• Customer Zip Code
• Household Size -1; 2-4; 5
• Zip Code is Fiber Eligible: Yes; No
• Current Product - DSL" Broadband; Fiber
• Paperless Billing - Yes; No
• Internet Speed -10 mbps; 25 mbps; 50 mbps; 100+ mbps How should an architect recommend using these data points?

A. Target current DSL/Broadband Customers and Zip Code Fiber Eligible; Suppress Current Fiber Customers
B. Target current DSL/Broadband Customers and Zip Code Fiber Eligible
C. Target Zip Code is Fiber Eligible; Suppress Current Fiber Customers
D. Target current DSL/Broadband Customer and Zip Code Fiber Eligible; Target Third-Party GeoLocation Data

Answer: A

NEW QUESTION 33
A retailer wants to target customers on its web properties based on their past buying behavior. Only about 8% of site visitors log in. Which complementary technology should the architect recommend?

A. Ad Server
B. Personalization Platform
C. Campaign Automation Platform
D. Onboarding Partner

Answer: B

NEW QUESTION 34
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

Answer: A

NEW QUESTION 36
During online data collection, an event call captures geographic location as a key-value pair dcs_region
:region ID parameter returned in a larger body of JSON data.
How are the parameters being passed?

A. Directly to Data Collection Servers using APIs or data collection code
B. Indirectly to Profile Cache Servers using UI controls
C. Indirectly to Data Collection Servers using UI controls
D. Directly to Profile Cache Servers using APIs or data collection code

Answer: A

NEW QUESTION 39
A client is using Adobe Target to serve personalized Adobe Experience Manager (AEM) content to specific AAM segments. After launching the Target campaign, the client sees unusual behavior with the test. The client provides the following information:
• Website visitors are qualifying for segments based on first-party CRM data
• They are not qualifying based on real-time site behavior
• The Target test is properly configured to use the correct audiences
Which client-side tool should an architect recommend using to debug Target activity qualification based on AAM segments?

A. Experience Cloud Debugger
B. Target Mbox Debug
C. AAM Visitor Profile Viewer
D. AEM Content Services

Answer: C

NEW QUESTION 42
A client invests in digital marketing tools to identify current customers and drive media and site personalization programs for current customers at scale:
• The client has a large current customer base.
• Fifty percent of current customers have logged in on the client's website or mobile app in the past 6 months.
• The client wants to re-engage with current customers who have not logged in to the website or mobile app in the past 6 months.
• Irrespective of website visitors' login status, the client wants to identify whether the website visitor is a current customer.
• The client wants opportunities to identify current customers across devices. Which recommendation should a solution architect make to the client?

A. Onboard current customer data through match partner and Natural Match
B. Onboard third-party data via Audience Marketplace
C. Onboard current customer data through mobile app match partner
D. Onboard current customer data through either match partner or Natural Match

Answer: C

NEW QUESTION 44
Which three elements are part of the Customer Data Feed? (Choose three.)

A. Geo-Code
B. Unrealized Traits
C. Device
D. IP Address
E. Event Time
F. GCDevice

Answer: CDE

NEW QUESTION 47
A credit card company wants to market its rewards travel program to customers who are currently searching for travel. The company wants to identify those who are booking travel to start in the next 2 weeks.
Which method should an architect select to meet the requirements?

A. Use an onboarding partners service to match bank and travel customers
B. Share customer Pll data with the travel partner for them to find matches
C. Ask all travel site partners to provide their CRM records
D. Ask the travel partner to supply a monthly file and use natural match

Answer: A

NEW QUESTION 49
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".

Answer: A

NEW QUESTION 53
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

Answer: D

NEW QUESTION 57
A client wants to re-target their site visitors with an off-site display ad. Internal analysis shows that a customer returns to their 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 this 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

Answer: D

NEW QUESTION 60
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

Answer: D

NEW QUESTION 62
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

Answer: D

NEW QUESTION 65
A banking client wants to use Audience Manager segments for an upcoming site-personalization campaign. The campaign is promoting exclusive credit card upsell opportunities for a group of high value customers. Prospects and unqualified customers must not see this messaging.
Which Profile Merge Rule should an architect recommend to meet these requirements?

A. Current Authenticated + Current Device
B. Current Authenticated + No Device
C. Last Authenticated + Profile Link
D. Last Authenticated + Adobe Co-op

Answer: B

NEW QUESTION 69
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 nave been assigned to another project No adjustments car be made to the current implementation, What should the architect recommend to meet the 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 Workspace

Answer: B

NEW QUESTION 72
After successfully identifying their top-performing segments, a company wants to extend their reach by acquiring new prospects likely to convert. Which two Audience Manager features should the architect recommend to meet the requirements? (Choose two.)

A. Algorithmic Modeling
B. Instant Cross-Device Suppression
C. Audience Marketplace
D. Audience Lab
E. Profile Linking

Answer: AD

NEW QUESTION 77
An electronics company wants to re-target users that have abandoned cart for their newestSmart Watch. 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

Answer: B

NEW QUESTION 79

A client leverages Audience Manager and Target. The client wants to use AAM segments to drive their personalization and optimization efforts using Adobe Target in the most efficient way possible. The client recently completed their implementation but does not see any segments in Target.
The client's Experience Cloud ID service implementation and Target implementation have been validated. Both library versions are up to date.
Which implementation component is the client missing?

A. Adobe Target Mbox
B. Server-side forwarding
C. Experience Cloud Shared Audiences
D. Audience Manager Declared ID

Answer: C

NEW QUESTION 82
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 v#
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

Answer: B

NEW QUESTION 84
A large bank needs to develop the taxonomy to manage its assets in the Audience Manager given the following scenario:
• Collects site activity data from multiple websites set up for a respective Line of Business (LOB)
• Has extensive data available in 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 Which recommendation should an architect make for Traits name taxonomy development?

A. Indicate the name of the segment using the Trait in segment development
B. Indicate the destination partner, signal, and name of source of data
C. Indicate the name of the segment using the Trait and the destination partner
D. Indicate the data collection method, signal, and name of source of data

Answer: D

NEW QUESTION 89
A telecommunications company is celebrating its 50 year anniversary. It wants to serve a personalized experience to its customers based on how long they have been with the company. The company stores the long form date of their first contract.
How should an architect recommend incorporating this data into Audience Manager?

A. • Extract the month and year from the CRM system• Create a trait for number of years since initial contract date
B. • Extract year and month from the CRM system• Create a trait for each month (1 -12) and each year and combine into a segment
C. • Extract the year from the CRM system• Create a trait for each 5 year range they have been a customer
D. • Extract the year from the CRM system• Create a trait for each calendar year that the company has been in business

Answer: C

NEW QUESTION 90
A retailer wants to re-target new site visitors on partner sites through a Demand Side Platform (DSP) to increase ad targeting effectiveness. Which approach should the retailer select?

A. In Audience Manager, ingest third-party segment data targeted to converters Create an on-site campaign that offers converters targeted messages and offers Track performance with Audience Manager reports
B. Import partner data segments, combine them with their own, and personalize on-site experience Share audience segments to email marketing initiatives
C. Run Audience Manager look-alike model to identify unqualified audience members in that segment Target those segments through on-site personalization and DSP
D. In Audience Manager, create "No Conversion" segment Add rule to exclude recent converters Create special offer display-ads and subsequent on-site personalization

Answer: D

NEW QUESTION 91
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