

AD0-E452 Dumps

Adobe Audience Manager Architect

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NEW 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

Answer: BDE

NEW 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

Answer: A

NEW QUESTION 3

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 destination 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.

Answer: B

NEW QUESTION 4

A mobile audio streaming service tracks the listening habits of its users via an analytics platform. It wants to enrich that data with third-party demographics data to better understand the users who use its platform.

Which approach should an architect select to meet the requirements?

- A. Include a login in the application, and share email and location with demographic data scraping company
- B. Include a login in the application and onboard third-party data via an onboarding partner
- C. Share customer name and listening habits with media company partners and request customer demographics
- D. Share customer email and preferences with record companies and request related demographics

Answer: D

NEW QUESTION 5

A company wants to remove specific customers from a single trait using an onboarded batch file. What prefix and filetype should an architect use to accomplish this goal?

- A. d_unsegment and a .sync file
- B. d_unsid and a .overwrite file
- C. d_unsegment and a .overwrite file
- D. d_unsid and a .sync file

Answer: B

NEW QUESTION 6

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 7

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 8

A client has 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 9

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 with loyalty points.

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 10

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%}&d_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 10

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

Answer: D

NEW QUESTION 15

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

Answer: D

NEW QUESTION 19

A marketer at a mobile phone company notices that subscriber promotions are driving increased site traffic without increasing sales. The promotion is intended to drive existing customers to upgrade their devices and sign onto a new contract term. The marketer believes that most customers need to see the offer more than once to spur an upgrade. The marketer wants to craft an online campaign to accomplish this goal.

The company has invested in Adobe Analytics and Audience Manager, and onboards its CRM and Media data into AAM.

Which three traits are required to create a re-targeting audience that meets the requirements? (Choose three.)

- A. Last purchase date
- B. Device type
- C. Membership level
- D. Email Permission
- E. Cart abandon
- F. Visited product page

Answer: ABD

NEW QUESTION 21

A retail customer uses Adobe Analytics, Audience Manager, and Experience Cloud ID service. For the launch of a new product they want to capture and segment users based on the following data points:

- * 1. Whether the user clicked the Homepage banner for the new product
- * 2. Whether the user viewed the Product Detail Page for the new product
- * 3. Whether the user added the new product to their cart
- * 4. Whether the user completed a purchase of the new product

These data points will be used to build segments for the following use cases:

- * 1. Re-target non-converters who showed interest in the product but did not convert
- * 2. Next page site personalization for users who abandoned their cart
- * 3. Instant suppression of recent converters

Which data collection method should the architect recommend?

- A. DCS APIs
- B. Customer Attributes
- C. Server-Side Forwarding
- D. Shared Audiences

Answer: C

NEW QUESTION 23

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).

Which three business requirements 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 24

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

Answer: A

NEW QUESTION 26

A client wants to display personalized marketing offers to customers who have logged in at least once within the past 60 days. The client needs to display these offers throughout their website even if the customer is not currently logged in.

Which option should an architect recommend to the client?

- A. Last Authenticated Profiles + No Device Profile

- B. Current Authenticated Profile + No Device Profile
- C. Current Authenticated Profile + Profile Link Device Graph
- D. Last Authenticated Profiles + Profile Link Device Graph

Answer: D

NEW QUESTION 29

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 31

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 34

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_id_ts=1142144713051 d_mid:16184299510823404650127548759430712925

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 36

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. Which 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

Answer: A

NEW QUESTION 39

An e-commerce client needs to personalize customer experience on its website. The client plans to use Audience Manager for audience development and activation across website, email, and display media platforms.

The client has made the following investments and cannot make any more technology investments in the next 2 to 3 years:

- Adobe Audience Manager
- In-house developed Content Management System (CMS)
- In-house developed Site Personalization platform that supports API-based integration
- Adobe Campaign
- Adobe Advertising Cloud
- Adobe Analytics

What should a solution architect recommend to this client for experience personalization on the website?

- A. Integrate Advertising Cloud with Audience Manager using out-of-the-box integration
- B. Integrate Data Management Platform that integrates with client's existing website CMS and Personalization platform

- C. Integrate the in-house developed Site Personalization platform using Adobe Campaign APIs
- D. Integrate the in-house developed Site Personalization platform using Audience Manager APIs

Answer: A

NEW QUESTION 44

A customer wants an extract of their segment rules to perform an audit. Which API method should the architect use?

- A. POST /segments/estimate-30-day-size
- B. GET/segments
- C. POST /segments
- D. GET /segments/rules
- E. GET /segments/limits
- F. POST /segments/rules

Answer: D

NEW QUESTION 47

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 50

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 52

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 55

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 59

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 63

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 65

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 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 69

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 72

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 76

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 81

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