



Adobe

Exam Questions AD0-E452

Adobe Audience Manager Architect

NEW QUESTION 1

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 2

A travel site plans to quickly re-target its customers who bought airline tickets with rental car offers. The company needs to leverage Adobe Audience Manager to send qualified segment data from the ticket purchasing site to its media targeting platforms to send offers where there is not a standard pre-existing integration. Which approach should an architect recommend to meet these requirements?

- A. Contact Adobe consultant to transfer data
- B. Extract and upload to SFTP approach
- C. Server-to-Server Destination approach
- D. URL Type Destination approach

Answer: B

NEW QUESTION 3

A client plans to run a media program to target site visitors at a Demand Side 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. ...demde
- B. net/first event
- C. ...demdex.net/ibs
- D. ...demdex.net/event
- E. ...demdex.net/dest

Answer: B

NEW QUESTION 4

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 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 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 9

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%}&dd_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

What is contained in a Customer Data Feed (CDF) export file?

- A. Event Time, Request Parameters, and DPID captured by an event call
- B. Only User IDs and segment IDs captured by an event call
- C. Only user IDs, trait IDs, and segment IDs captured by an event call
- D. User, trait and segment IDs and all parameters captured by an event call

Answer: D

NEW QUESTION 10

A company recently implemented Adobe Analytics and needs to enable server-side forwarding to integrate with Adobe Audience Manager. The architect has checked the debugging tool to verify that server-side forwarding is ready to be enabled.

The server-side forwarding is not ready to be enabled.

```
d_cid_ic=31a3da-87g71ma-69f0d2
d_mid=
d_nsid=0
d_jsonv=1
```

What is causing this issue?

- A. Experience Cloud ID Service is not set up
- B. Customer ID is not present
- C. d_nsid should be 1
- D. d_cid_ic is not returning a hashed value

Answer: A

NEW QUESTION 12

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 16

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 20

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 25

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 the user level behavioral activity across digital marketing channels:

- EventTime
- Device
- Realized Traits
- Realized Segments
- All Traits
- All Segments
- MC Device
- Container ID
- IP Data Type

The trends report shown a zero usercount for all recoils 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.

Answer: D

NEW QUESTION 28

An architect needs to devise a plan to capture user activity given the following scenario:

- A credit card company plans to run an acquisition program in partnership with a hospitality company.
- The hospitality company agrees to advertise the credit card company's product offer on its website to its current customers.
- The hospitality company redirects its current customers to the credit card company's website to apply for the credit card after clicking on the advertisement.
- The hospitality company wants to track the members' actions on the credit card application pages in Audience Manager.

What should an architect recommend to meet these requirements?

- A. Deploy Audience Manager tracking pixel on credit card application pages
- B. Activate loyalty members' data using the services of an onboarding partner
- C. Deploy Audience Manager DIL code on credit card company website
- D. Enable server-side forwarding with the credit card company

Answer: A

NEW QUESTION 32

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 35

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 39

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 rich target audience segments user to data points enabled from other data 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 43

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 44

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 46

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 sure 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 49

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 53

A subscription services client has a goal for the new year to decrease customer churn by identifying at-risk customers online and presenting special offers to those customers. If a customer falls into any two of the categories below, the client considers them a high risk of churn:

- The customer has called into Customer Service 3 or more times within the last 30 days.
- The customer is within 2 months of the end of their subscription agreement.
- The customer last left an online rating feedback of 3 or lower based on a 5-point scale.
- The customer is within the first 30 days of signing up for service.

The client would like to use AAM to identify these high-risk churn customers throughout its digital ecosystem. Which option should an architect implement?

- A. Segment based on customer CRM call-in/subscription data and Adobe Analytics for ratings data
- B. Segment using an onsite media pixel for ratings data and customer CRM call-in/subscription data
- C. Segment based on real-time data passed from Adobe Analytics
- D. Segment based on first-party data upload from the client's CRM system

Answer: A

NEW QUESTION 55

A travel company wants to serve a unique website experience on the first page when a Platinum Member returns to the site.

- The travel company does not have Adobe Analytics.
- The travel company is not using Adobe Target.
- The travel company is using a proprietary Site Personalization Platform.
- AAM has a Cookie Based integration with the Site Personalization Platform.
- The DIL code is located in the body.
- The Site Personalization code is located in the header.

What should the architect recommend to enable this use case?

- A. Place the Site Personalization code in the body and below the DIL code
- B. Place the Site Personalization code and the DIL code in the footer
- C. Place an AAM API call above the Site Personalization code and DIL code
- D. Place an AAM API call in between the Site Personalization code and the DIL code

Answer: A

NEW QUESTION 57

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)

Answer: C

NEW QUESTION 61

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 63

An architect is using network debugger tools to verify that the Experience Cloud visitor ID Service has been correctly deployed to a client's website. The architect wants to filter the network traffic to isolate the call from the Experience Cloud Visitor ID service to request a visitor ID for this standard implementation. Which filter should the architect apply?

- A. dpm
- B. event
- C. dest
- D. b/ss

Answer: A

NEW QUESTION 67

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 68

A telecommunications company has created an analytics segment to track visitors that click the "I'm Interested" button (Prop13). The company wants to immediately re-target this user with displays ads on multiple DSPs. The company has Adobe Analytics, and server-side forwarding is enabled. Which option should an architect select to meet the requirements?

- A. Map the Prop 13 Adobe Analytics segment directly to the DSP Destinations
- B. Share the "Prop 13" segment in Adobe Analytics with AAM, Map to the DSP destinations in AAM
- C. Create a trait in AAM to capture "Prop13", Build as a segment Map to the DSP destinations
- D. Onboard visitors that clicked the "I'm Interested" button through Natural Match

Answer: C

NEW QUESTION 72

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 75

An architect is requested to design the taxonomy (Trait Name, Trait Rule) for media data collected using Audience Manager media tracking pixel implemented in the client's ad server.

Client tracks the following media data points IDs in the Audience Manager:

- Campaign
- Creative
- Placement
- Site

The client needs to be able to validate that:

- The Trait Name represents the correct data point
- The Trait Expression represents the correct data point

Which approach should a solution architect recommend for Trait Name and Trait Expression setup?

- A. include Segment ID, Destination ID in the Trait name
- B. Include media data point ID in the Trait Name, Trait Expression
- C. Include Segment ID in the Trait Name, Trait Expression
- D. Include Data Source ID in the Trait Name, Trait Expression

Answer: B

NEW QUESTION 78

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 82

A media client has recently acquired Adobe Audience Manager as its DMP for building and sharing audience segments. The client uses Adobe Target Premium for delivering personalized content over web touchpoints.

Which two prerequisites are needed for this integration to function? (Choose two.)

- A. Key-Value Data Format
- B. Provision SFTP for audience transfer
- C. Provision for Profiles and Audiences
- D. Experience Cloud service
- E. Google Publisher Tag Cookie Destination

Answer: CD

NEW QUESTION 83

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 85

A travel company plans to show different product banners to website visitors based on their lifestyle, browsing behavior, and average spending per year. Which top-level trait folders should an architect recommend?

- A. Flights, Hotels, Car Rentals
- B. Adobe Target Cross-Channel Messaging Tool, Ad Server
- C. Sports Enthusiast Cart Abandoner High Spending Customer
- D. Third party, Analytics, CRM

Answer: C

NEW QUESTION 90

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 92

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 93

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

Answer: D

NEW QUESTION 96

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 100

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