

AD0-E452 Dumps

Adobe Audience Manager Architect

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NEW QUESTION 1

A client wants to send audience segments to a search partner via a URL Type Destination. The client wants to use the same base URL for sharing all audience segments with the search partner so that the client Audience manager team will not be required to add the search partner's URL each time a segment needs to be shared.

Which configuration setting should an architect recommend to the client besides Name and Description?

- A. Type Cookie, Data Export Label, Serialize Enabled, Base URL, Secure URL Delimiter
- B. Type URL, Auto-fill Destination Mapping Enabled, Base URL Secure URL Delimiter
- C. Type URL Serialize Enabled, Base URL Secure URL Delimiter
- D. Type Cookie, Serialize Enabled, Base URL Secure URL, Delimiter

Answer: C

NEW QUESTION 2

A marketing specialist for a hotel company is designing an email campaign in Adobe Campaign to increase loyalty among its occasional hotel visitors. The specialist has access to all of the company's audiences from AAM, but has a limited budget. The specialist does not want to annoy customers who are unlikely to find this promotion compelling or do not qualify.

The campaign will award customers a free weekend night for use on a future trip if they have booked three weekday nights.

Which traits should be used to meet these requirements?

- A. resort_stays > 5 AND membership_level=platinum
- B. resort_stays > 2 OR visited_hotel_page=true
- C. business_stays > 3 OR leisure_stays > 5
- D. business_stays > 10 AND can_email_flag=false

Answer: D

NEW QUESTION 3

A customer wants to analyze AAM segments to understand how those segments perform. The customer wants to understand:

- Frequency of visits
- Purchasing habits
- Demographics

What should an architect do to meet these requirements?

- A. Set up an Adobe Analytics Cookie Destination
- B. Enable the Profile Merge Rule using Last Authenticated Profile
- C. Enable the Profile Merge Rule using Current Device Profile
- D. Map the Adobe Analytics report suite(s) within an AAM Destination

Answer: D

NEW QUESTION 4

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 5

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 6

A client licenses the following tools:

- Adobe Analytics for web analytics
- Audience Manager for audience management and activation
- Adobe Campaign for email campaign management
- Adobe Competitor's platform for website personalization

The competitor's platform supports the API-based integration with Audience Manager. The client wants to send the audiences from Audience Manager to the competitor's platform.

Which two actions are required to establish the integration successfully? (Choose two.)

- A. Ensure API call to AAM includes ".../ibs?d_stuff=1&d_dst=1&d_rtbd=json&d_cb= [callback_funclion]"
- B. Set up URL Type destination in Audience Manager

- C. Set up Cookie Type destination in Audience Manager
- D. Ensure API call to AAM includes ".../event?d_stuff=1&d_dst=1&d_rtbd=json&d_cb: [callback_function]"
- E. Set up Server to Server Type destination in Audience Manager

Answer: A

NEW QUESTION 7

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 8

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 9

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 10

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

Answer: A

NEW QUESTION 10

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 14

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 19

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 23

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 26

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 30

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 PII 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 35

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 38

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 41

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 43

An electronics company wants to re-target users that have abandoned cart for their newest Smart 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 44

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 46

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 48

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