

AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

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 "Prop 13", Build as a segment, Map to the DSP destinations
- D. Onboard visitors that clicked the "I'm Interested" button through Natural Match

Correct Answer: B

QUESTION 2

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 3

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 segments 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

Correct Answer: C

Reference: <https://www.adobe.com/analytics/audience-manager/customer-data-feeds.html>

QUESTION 4

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 5

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

Correct Answer: D

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