AD0-E452^Q&As

Adobe Audience Manager Architect

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QUESTION 1

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

Correct Answer: C

Reference: https://www.pedromonjo.com/2019/10/profile-merge-rules-configuration/

QUESTION 2

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 and Audiences

C. Suggest sharing audiences via Server to Server type destination

D. Suggest sharing audiences via Cookie type destination

Correct Answer: B

Reference: https://experienceleaguecommunities.adobe.com/t5/Adobe-Audience-Manager-Questions/ Audience-Segments-from-AAM-to-Adobe-Target-AMO-and-Adobe/qaq-p/235745

QUESTION 3

A travel company wants to segment users based on their activity across a maximum of four devices.

Which Profile Merge Rule should be used?

A. Current Authentication Profile + a Data Source + No Device

B. Last Authentication Profile + a Data Source + Current Device Profile

C. No Authentication Profile + a Data Source + Current Device Profile

D. Current Authentication Profile + a Data Source + Profile Link Device Profile

Correct Answer: B

QUESTION 4

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

Correct Answer: A

QUESTION 5

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

Correct Answer: B

Reference: https://docs.adobe.com/content/help/en/audience-manager/user-guide/features/profile-mergerules/merge-rule-targeting-options.html

QUESTION 6

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 DMP solution to create richer target audience

segments using the 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

Correct Answer: D

QUESTION 7

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, gz

B. ftp, dpm, DPID, TIMESTAMP, .sync/.overwrite

C. ftp, DPID, TIMESTAMP, .sync/.overwrite

D. ftp, DPID_TARGET_DATA_OWNER, TIMESTAMP, .sync/.overwrite

Correct Answer: A

QUESTION 8

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

Correct Answer: C

QUESTION 9

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 memebership_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

Correct Answer: B

QUESTION 10

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

Correct Answer: A

QUESTION 11

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.

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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

Correct Answer: A

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

Correct Answer: B

QUESTION 13

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 collection method, signal, and name of source of data

Correct Answer: B

QUESTION 14

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

Correct Answer: C

QUESTION 15

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

Correct Answer: C

Reference: https://docs.adobe.com/content/help/en/audience-manager/user-guide/reference/systemcomponents/components-data-collection.html