



AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

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 2

An eCommerce client acquires Adobe Audience Manager as its DMP to personalize content areas on the landing page based on users' shopping history and ad impressions. The client currently uses Adobe Experience Manager (AEM) for content management, Adobe Target for content personalization, and a non-Adobe Ad server.

Which integration approach is needed to meet these requirements?

- A. Real-Time Server-to-Server Integrations
- B. Pixels syncs to targeting systems
- C. Real-time calls using People core service
- D. Server-to-Server Batch Integrations

Correct Answer: D

Reference: <https://www.adobe.com/content/dam/acom/au/marketing-cloud/playbook/Adobe-AudienceManager.pdf> (54)

QUESTION 3

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 4

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

Correct Answer: C

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>

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