



AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

A media client wants to increase returning customers. The client currently tracks and understands its visitors' web behavior using Google Analytics and maintains customer 360 data on offline CRM. It plans to use Adobe Audience Manager to create segments and re-target on email using Adobe Campaign marketing automation.

Which onboarding approach should the architect recommend?

- A. Onboard Google Analytics data into Adobe Audience Manager using server-side forwarding
- B. Onboard Google Analytics data into Adobe Audience Manager using CSV files
- C. Onboard offline CRM data into Adobe Audience Manager using client-side DIL
- D. Onboard Google Analytics data into Adobe Audience Manager using client-side DIL

Correct Answer: B

QUESTION 2

A software company is interested in alerting current customers about upcoming webinars. The company recently published white papers across owned channels.

The client's IT organization has made the following digital investments:

Adobe Audience Manager, Analytics, and Target CMS, CRM, and email platforms from third parties An internally developed data store

Which approach should be used to meet the requirements?

- A. Onboard CRM data to data store Create audience segments in data store Share data store audiences with AAM, Target, and their email platform
- B. Onboard Adobe Analytics data using third-party service Create segments in AAM Share audiences with Target and their email platform
- C. Export CRM data keyed off of plain text email Upload file to AAM Share audiences with Target and their email platform
- D. Onboard CRM data using third-party service Create segments in AAM Share audiences with Target and their email platform

Correct Answer: A

QUESTION 3

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

Correct Answer: AE

QUESTION 4

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 5

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

Correct Answer: A



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