



AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

A client wants to increase website performance by limiting the number of Experience Cloud JavaScript server calls.

Which action should the architect recommend to meet the requirements?

- A. Create a data source in AAM for Adobe Analytics
- B. Disable the outbound Analytics Destination in AAM
- C. Enable Adobe Analytics server-side forwarding
- D. Implement the latest version of the AAM Data Integration Library (DIL)

Correct Answer: D

QUESTION 2

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 3

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



Correct Answer: A

Reference: <https://blogs.perficientdigital.com/2018/08/21/client-side-testing-with-the-experience-cloudebugger/>

QUESTION 4

A company is not seeing Traits populate after onboarding its CRM data into Adobe Audience Manager.

The architect has recommended the Onboarding Status Report to assist with the troubleshooting process. What are two prerequisites to view rejected records in the Onboarding Status Report? (Choose two.)

- A. Enable file error sampling
- B. Replace FTP endpoint with S3
- C. Activate Tableau
- D. Obtain Administrator privileges
- E. Enable Role-Based Access Control

Correct Answer: DE

QUESTION 5

A telecommunications company is celebrating its 50-year anniversary. It wants to serve a personalized experience to its customers based on how long they have been with the company. The company stores the long form data of their first contract.

How should an architect recommend incorporating this data into Audience Manager?

- A. Extract the month and year from the CRM system Create a trait for number of years since initial contract date
- B. Extract year and month from the CRM system Create a trait for each month (1-12) and each year and combine into a segment
- C. Extract the year from the CRM system Create a trait for each 5 year range they have been a customer
- D. Extract the year from the CRM system Create a trait for each calendar year that the company has been in business

Correct Answer: A