



# AD0-E452<sup>Q&As</sup>

Adobe Audience Manager Architect

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### QUESTION 1

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.

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

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### QUESTION 2

An architect is evaluating a company's business requirements against its marketing technology investment. The architect notes that the company has integrated Adobe Analytics and Adobe Target but that they are not currently leveraging Adobe Audience Manager (AAM).

Which three business requirements suggest a need for AAM? (Choose three.)

- A. Sharing audiences across the Experience Cloud
- B. Promoting personalized content on the same hit
- C. Managing user fatigue with frequency capping
- D. Tracking user behavior on the company's web properties
- E. Incorporating CRM data with hundreds of attributes
- F. Enriching first party data with third party demographics

Correct Answer: ABC

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### QUESTION 3

A client wants to re-target their site visitors with an off-site display ad. Internal analysis shows that a customer returns to the site on average once every 90 days. However, users are being removed from the "Site Visit" trait qualification every 60 days in AAM.

What should an architect recommend to the client to solve the problem?

- A. Implement server-side forwarding of the UUID
- B. Set the frequency cap for all segments to be greater than 60 days



- C. Reset the Audience Manager Module within the appMeasurement library
- D. Increase the Time to Live (TTL) expiration value

Correct Answer: D

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#### QUESTION 4

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

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#### QUESTION 5

An e-commerce client needs to personalize customer experience on its website. The client plans to use Audience Manager for audience development and activation across website, email, and display media platforms.

The client has made the following investments and cannot make any more technology investments in the next 2 to 3 years: Adobe Audience Manager In-house developed Content Management System (CMS) In-house developed Site Personalization platform that supports API-based integration Adobe Campaign Adobe Advertising Cloud Adobe Analytics

What should a solution architect recommend to this client for experience personalization on the website?

- A. Integrate Advertising Cloud with Audience Manager using out-of-the-box integration
- B. Integrate Data Management Platform that integrates with client's existing website CMS and Personalization platform
- C. Integrate the in-house developed Site Personalization platform using Adobe Campaign APIs
- D. Integrate the in-house developed Site Personalization platform using Audience Manager APIs

Correct Answer: B

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