



AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

After successfully identifying their top-performing segments, a company wants to extend their reach by acquiring new prospects likely to convert.

Which two Audience Manager features should the architect recommend to meet these requirements? (Choose two.)

- A. Algorithmic Modeling
- B. Instant Cross-Device Suppression
- C. Audience Marketplace
- D. Audience Lab
- E. Profile Linking

Correct Answer: AC

QUESTION 2

A mobile audio streaming service tracks the listening habits of its users via an analytics platform. It wants to enrich that data with third-party demographics data to better understand the users who use its platform.

Which approach should an architect select to meet the requirements?

- A. Include a login in the application, and share email and location with demographic data scraping company
- B. Include a login in the application and onboard third-party data via an onboarding partner
- C. Share customer name and listening habits with media company partners and request customer demographics
- D. Share customer email and preferences with record companies and request related demographics

Correct Answer: A

QUESTION 3

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

QUESTION 4

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 5

A client ingests a Customer Data Feed (CDF) export log daily into an offline analytics data platform to develop advanced reporting and analytics capabilities.

The IT team has ensured that the CDF log is processed and ingested in the analytics platform successfully and accurately daily.

The Analytics Team built a trends report using various combinations of the fields available in the CDF log shown to understand that user level behavioral activity across digital marketing channels:

EventTime Device Realized Traits Realized Segments All Traits All Segments MCDevice Container ID IP Data Type

The trends report shows a zero user count for all reports since last week.

What should be confirmed to resolve this issue?

- A. The Realized Segments data has been received from Audience Manager.
- B. The Container ID is always present in the CDF log received from Audience Manager.
- C. The IP Data Type is disabled in the CDF log received from Audience Manager.
- D. The device is present in the CDF log received from Audience Manager.

Correct Answer: B



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