AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

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

QUESTION 2

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 3

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 4

A high-tech client that caters to privacy-conscious customers reports that 70% of their website visitors use Ad Blocking software. The client still wants to serve personalized messaging to visitors on www.mysite.com using AAM segments.

Which option should an architect implement to meet this requirement?

A. Cname the demdex.net domain to demdex.mysite.com

B. Create a Profile Merge Rule using "No Authentication Profile"

C. Post a message requesting visitors to disable ad blocking software

D. Enable first-party Adobe Analytics domain and server-side forwarding

Correct Answer: C

QUESTION 5

A client needs to send marketing emails using Adobe Campaign to all customers who have logged in to the website within the past 30 days but have only bought products at a retail store location. These customers are represented in AAM using the segment name of "1st Party: Recent Visitor – Retail Shoppers".

Which identifier should an architect use to meet these requirements?

A. Declared ID

B. Experience Cloud ID

C. Profile ID

D. AAM UUID

Correct Answer: D