



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

Adobe Audience Manager Architect

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### QUESTION 1

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

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### QUESTION 2

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 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-clouddebugger/>

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#### QUESTION 4

A customer wants to update a rule logic for a specific trait using APIs.

Which method(s) should the architect use?

- A. POST /segments/validate
- B. PUT /traits/{sid} POST /traits/validate
- C. PUT /segments/{sid} POST /segments/validate
- D. POST /traits/validate

Correct Answer: D

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#### QUESTION 5

An architect is examining the network traffic on a client's website to verify that server-side forwarding is working correctly.

What should the architect look for in the response to the Adobe Analytics call?

- A. 2 ?2 image/gif
- B. asynchronous iframe
- C. "stuff"
- D. "SUCCESS"

Correct Answer: B

Reference: <https://docs.adobe.com/content/help/en/analytics/admin/admin-tools/server-side-forwarding/ssf-verify.html>

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