



AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

During online data collection, an event call captures geographic location as a key-value pair "dcs_region":region ID parameter returned in a larger body of JSON data.

How are the parameters being passed?

- A. Directly to Data Collection Servers using APIs or data collection code
- B. Indirectly to Profile Cache Servers using UI controls
- C. Indirectly to Data Collection Servers using UI controls
- D. Directly to Profile Cache Servers using APIs or data collection code

Correct Answer: C

Reference: <https://docs.adobe.com/content/help/en/audience-manager/user-guide/reference/systemcomponents/components-data-collection.html>

QUESTION 2

A credit card company wants to market its rewards travel program to customers who are currently searching for travel. The company wants to identify those who are booking travel to start in the next 2 weeks.

Which method should an architect select to meet the requirements?

- A. Use an onboarding partners service to match bank and travel customers
- B. Share customer PII data with the travel partner for them to find matches
- C. Ask all travel site partners to provide their CRM records
- D. Ask the travel partner to supply a monthly file and use natural match

Correct Answer: A

QUESTION 3

An electronics company plans to target audiences on its own web properties and through paid advertising. There are multiple lines of business, each with well-defined strategies for driving results. The architect has recommended a naming convention to make it easier for digital marketers to locate their segments in the Audience Manager UI.

Which segment name meets these requirements?

- A. Personal Electronics – Tablets – Cross-Sell Prospects
- B. All Electronics – Membership Level – Platinum
- C. Advertising – Ad Group 5 – Banner Ad Placement



D. Page Visitors – 30 Day Site Visitors – Product Pages

Correct Answer: A

QUESTION 4

A marketing specialist for a hotel company is designing an email campaign in Adobe Campaign to increase loyalty among its occasional hotel visitors. The specialist has access to all of the company's audiences from AAM, but has a limited budget. The specialist does not want to annoy customers who are unlikely to find this promotion compelling or do not qualify.

The campaign will award customers a free weekend night for use on a future trip if they have booked three weekday nights.

Which traits should be used to meet these requirements?

- A. resort_stays > 5 AND membership_level=platinum
- B. resort_stays > 2 OR visited_hotel_page= true
- C. business_stays > 3 OR leisure_stays > 5
- D. business_stays > 10 AND can_email_flag=false

Correct Answer: B

QUESTION 5

A client wants to do off-site media suppression across all of a user's devices for users who have logged in to the mobile app and enabled email notifications. Currently, email notifications can only be enabled through the client's website in the My Account section.

Which Profile Merge rule should the architect select to meet these requirements?

- A. Current Authenticated + No Device
- B. Last Authenticated + Current Device
- C. Current Authenticated + Profile Link
- D. No Authenticated + Adobe Co-op

Correct Answer: C

Reference: <https://www.pedromonjo.com/2019/10/profile-merge-rules-configuration/>