



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

Adobe Audience Manager Architect

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### QUESTION 1

An eCommerce client acquires Adobe Audience Manager as its DMP to personalize content areas on the landing page based on users' shopping history and ad impressions. The client currently uses Adobe Experience Manager (AEM) for content management, Adobe Target for content personalization, and a non-Adobe Ad server.

Which integration approach is needed to meet these requirements?

- A. Real-Time Server-to-Server Integrations
- B. Pixels syncs to targeting systems
- C. Real-time calls using People core service
- D. Server-to-Server Batch Integrations

Correct Answer: D

Reference: <https://www.adobe.com/content/dam/acom/au/marketing-cloud/playbook/Adobe-AudienceManager.pdf> (54)

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### QUESTION 2

A client invests in digital marketing tools to identify current customers and drive media and site personalization programs for current customers at scale:

The client has a large current customer base.

Fifty percent of current customers have logged in on the client's website or mobile app in the past 6 months.

The client wants to re-engage with current customers who have not logged in to the website or mobile app in the past 6 months.

Irrespective of website visitors' login status, the client wants to identify whether the website visitor is a current customer.

The client wants opportunities to identify current customers across devices.

Which recommendation should a solutions architect make to the client?

- A. Onboard current customer data through match partner and Natural Match
- B. Onboard third-party data via Audience Marketplace
- C. Onboard current customer data through mobile app match partner
- D. Onboard current customer data through either match partner or Natural Match

Correct Answer: B



### QUESTION 3

A customer wants to analyze AAM segments to understand how those segments perform.

The customer wants to understand:

Frequency of visits Purchasing habits Demographics

What should an architect do to meet these requirements?

- A. Set up an Adobe Analytics Cookie Destination
- B. Enable the Profile Merge Rule using Last Authenticated Profile
- C. Enable the Profile Merge Rule using Current Device Profile
- D. Map the Adobe Analytics report suite(s) within an AAM Destination

Correct Answer: A

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### QUESTION 4

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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### QUESTION 5



A retailer wants to target customers on its web properties based on their past buying behavior. Only about 8% of the site visitors log in.

Which complementary technology should the architect recommend?

- A. Ad Server
- B. Personalization Platform
- C. Campaign Automation Platform
- D. Onboarding Partner

Correct Answer: B

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