



AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

A client leverages Audience Manager and Target. The client wants to use AAM segments to drive their personalization and optimization efforts using Adobe Target in the most efficient way possible. The client recently completed their implementation but does not see any segments in Target.

The client's Experience Cloud ID service implementation and Target implementation have been validated. Both library versions are up to date.

Which implementation component is the client missing?

- A. Adobe Target Mbox
- B. Server-side forwarding
- C. Experience Cloud Shared Audiences
- D. Audience Manager Declared ID

Correct Answer: A

Reference: <https://helpx.adobe.com/marketing-cloud/how-to/target-aam.html>

QUESTION 2

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 3

Refer to the exhibit.



	A	B	C	D
1	Segment Name	Impressions	Click-Throughs	Orders
2	Segment 1	1,567,973	16,789	2,789
3	Segment 2	4,234,767	77,987	5,389
4	Segment 3	2,767,977	45,767	3,456

A client wants to understand how its Display Media optimization programs are performing by AAM Segment. The client wants to produce a report as outlined in Exhibit A.

What should an architect recommend the implementation team do to capture the data in the impressions column?

- A. Capture the campaign code from the destination URL.
- B. Add a demdex media pixel to the ad's creative.
- C. Capture the referring domain of the click-through event.
- D. Use server-side forwarding to capture the impressions.

Correct Answer: D

QUESTION 4

A company wants to onboard single campaign lists to the same data source each month to re-engage with their current customer. The company wants to ensure that the customer can be a part of multiple campaigns.

Which file type should an architect recommend to meet the requirements?

- A. .split
- B. .csv
- C. .overwrite
- D. .sync

Correct Answer: D

QUESTION 5

An architect is reviewing a client's marketing technology stack to recommend a web implementation approach for collecting real-time first-party online data. The client plans to use Adobe Audience Manager to build rich audiences and activate them.

Which three technologies should inform the architect's recommendation to the client? (Choose three.)

- A. Customer Relationship Management (CRM) system



- B. Analytics solution
- C. Demand-Side Platform
- D. Experience Cloud Visitor ID Service
- E. Tag Management solution
- F. Identity Resolution Service

Correct Answer: ABC

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