



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

Adobe Audience Manager Architect

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### QUESTION 1

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 2

A client licenses the following tools:

Adobe Analytics for web analytics Audience Manager for audience management and activation Adobe Campaign for email campaign management Adobe Competitor's platform for website personalization

The competitor's platform supports the API-based integration with Audience Manager. The client wants to send the audiences from Audience Manager to the competitor's platform.

Which two actions are required to establish the integration successfully? (Choose two.)

- A. Ensure API calls to AAM includes ".../ibs?d\_stuff=1andd\_dst=1andd\_rtbd=jsonandd\_cb=[callback\_function]"
- B. Set up URL Type destination in Audience Manager
- C. Set up Cookie Type destination in Audience Manager
- D. Ensure API calls to AAM includes ".../event?d\_stuff=1andd\_dst=1andd\_rtbd=jsonandd\_cb= [callback\_function]"
- E. Set up Server to Server Type destination in Audience Manager

Correct Answer: BE

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### QUESTION 3

A client recently enabled the Audience Analytics functionality between Adobe Analytics and Adobe Audience Manager. The client recently mapped several segments from Audience Manager to Analytics, and one segment does not show any population in Analytics.

The client provides the following information:



4.

Experience Cloud ID service is implemented.

5.

The segments use offline propensity model traits.

6.

The correct Report Suite has been selected in the Analytics destination.

Which item should the architect confirm to begin troubleshooting?

- A. Server-side forwarding is enabled.
- B. The segment has a real-time population.
- C. ID syncs are enabled.
- D. The segment uses a Device Graph merge rule.

Correct Answer: A

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#### QUESTION 4

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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#### QUESTION 5

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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