



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

Adobe Audience Manager Architect

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### QUESTION 1

An architect needs to devise a plan to capture user activity given the following scenario:

A credit card company plans to run an acquisition program in partnership with a hospitality company.

The hospitality company agrees to advertise the credit card company's product offer on its website to its current customers.

The hospitality company redirects the current customers to the credit card company's website to apply for the credit card after clicking on the advertisement.

The hospitality company wants to track the members' actions on the credit card application pages in Audience Manager.

What should an architect recommend to meet these requirements?

- A. Deploy Audience Manager tracking pixel on credit card application pages
- B. Activate loyalty members' data using the services of an onboarding partner
- C. Deploy Audience Manager DIL code on credit card company website
- D. Enable server-side forwarding with the credit card company

Correct Answer: C

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### QUESTION 2

A company is not seeing Traits populate after onboarding its CRM data into Adobe Audience Manager.

The architect has recommended the Onboarding Status Report to assist with the troubleshooting process. What are two prerequisites to view rejected records in the Onboarding Status Report? (Choose two.)

- A. Enable file error sampling
- B. Replace FTP endpoint with S3
- C. Activate Tableau
- D. Obtain Administrator privileges
- E. Enable Role-Based Access Control

Correct Answer: DE

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### QUESTION 3

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

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### 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

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### QUESTION 5

A client plans to run a media program to target site visitors at a Demand Site Platform (DSP) that has Server-to-Server integration with Audience Manager.

The size of audiences within AAM looks appropriate to launch the media program.

The audience match rate between Audience Manager and the DSP is lower than expected.

Based on Solutions Consultant recommendations, the client enabled the ID Sync with the DSP on the client's website to increase the match rate.

Which Audience Manager call should an architect validate?

- A. ...demdex.net/firstevent
- B. ...demdex.net/ibs



C. ...demdex.net/event

D. ...demdex.net/dest

Correct Answer: C

Reference: <https://docs.adobe.com/content/help/en/audience-manager/user-guide/reference/visitorauthentication-states.html>

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