



AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

A customer wants to update all trait rules in AAM.

Which API sequence should the customer use?

- A. GET/traits/ PUT/traits/ic:{integrationCode} POST/traits/validate
- B. GET/traits/ PUT/traits/{sid} POST/traits/validate
- C. POST/traits/ POST/traits/list PUT/traits/{sid} POST/traits/validate
- D. GET/traits/ PUT/traits/{sid} POST/traits/bulk-delete

Correct Answer: A

QUESTION 2

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

QUESTION 3

A travel company plans to show different product banners to website visitors based on their lifestyle, browsing behavior, and average spending per year.

Which top-level trait folders should an architect recommend?

- A. Flights, Hotels, Car Rentals
- B. Adobe Target, Cross-Channel Messaging Tool, Ad Server
- C. Sports Enthusiast, Cart Abandoner, High Spending Customer



D. Third party, Analytics, CRM

Correct Answer: B

QUESTION 4

A global telecommunications company wants to allow its business practitioners to create onboarded traits for onboarded first-party data through Natural Match. The business practitioners only have access to their own region-specific data sources.

The Customer ID is synched with Data Source ID: 432145.

The Latin America Business Practitioner has access to Data Source ID: 761432.

Adobe Experience Cloud ID is enabled.

The files are split by each region.

Which design should the architect select to meet these requirements?

- A. Use 761432 as the DPID and 432145 as the TDPID in the file name
- B. Add a column in the file for Data Source 761432
- C. Use 761432 as the DPID in the file name
- D. Use 432145 as the DPID and 761432 as the TDPID in the file name

Correct Answer: B

QUESTION 5

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

QUESTION 6

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

QUESTION 7

A media client wants to increase returning customers. The client currently tracks and understands its visitors' web behavior using Google Analytics and maintains customer 360 data on offline CRM. It plans to use Adobe Audience Manager to create segments and re-target on email using Adobe Campaign marketing automation.

Which onboarding approach should the architect recommend?

- A. Onboard Google Analytics data into Adobe Audience Manager using server-side forwarding
- B. Onboard Google Analytics data into Adobe Audience Manager using CSV files
- C. Onboard offline CRM data into Adobe Audience Manager using client-side DIL
- D. Onboard Google Analytics data into Adobe Audience Manager using client-side DIL

Correct Answer: B



QUESTION 8

A high-tech client that caters to privacy-conscious customers reports that 70% of their website visitors use Ad Blocking software. The client still wants to serve personalized messaging to visitors on www.mysite.com using AAM segments.

Which option should an architect implement to meet this requirement?

- A. Cname the demdex.net domain to demdex.mysite.com
- B. Create a Profile Merge Rule using "No Authentication Profile"
- C. Post a message requesting visitors to disable ad blocking software
- D. Enable first-party Adobe Analytics domain and server-side forwarding

Correct Answer: C

QUESTION 9

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 10

A media client has recently acquired Adobe Audience Manager as its DMP for building and sharing audience segments. The client uses Adobe Target Premium for delivering personalized content over web touchpoints.

Which two prerequisites are needed for this integration to function? (Choose two.)

- A. Key-Value Data Format
- B. Provision SFTP for audience transfer
- C. Provision for Profiles and Audiences
- D. Experience Cloud service



E. Google Publisher Tag Cookie Destination

Correct Answer: AE

QUESTION 11

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 12

An architect is requested to design the taxonomy (Trait Name, Trait Rule) for media data collected using Audience Manager media tracking pixel implemented in the client's ad server.

Client tracks the following media data points IDs in the Audience Manager:

Campaign Creative Placement Site

The client needs to be able to validate that: The Trait Name represents the correct data point The Trait Expression represents the correct data point

Which approach should a solution architect recommend for Trait Name and Trait Expression setup?

- A. Include Segment ID, Destination ID in the Trait Name
- B. Include media data point ID in the Trait Name, Trait Expression
- C. Include Segment ID in the Trait Name, Trait Expression
- D. Include Data Source ID in the Trait Name, Trait Expression

Correct Answer: A

QUESTION 13



A client wants to send audience segments to a search partner via a URL Type Destination. The client wants to use the same base URL for sharing all audience segments with the search partner so that the client Audience Manager team will not be required to add the search partner's URL each time a new segment needs to be shared.

Which configuration setting should an architect recommend to the client besides Name and Description?

- A. Type Cookie, Data Export Label, Serialize Enabled, Base URL, Secure URL, Delimiter
- B. Type URL, Auto-fill Destination Mapping Enabled, Base URL, Secure URL, Delimiter
- C. Type URL, Serialize Enabled, Base URL, Secure URL, Delimiter
- D. Type Cookie, Serialize Enabled, Base URL, Secure URL, Delimiter

Correct Answer: B

QUESTION 14

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

QUESTION 15

A telecommunications company wants to target its current DSL/Broadband customers with an advertisement to upgrade to a new FiberOptics product. The attributes in their CRM system are as follows:

Customer Zip Code Household Size – 1; 2-4; 5 Zip Code is Fiber Eligible: Yes; No Current Product – DSL; Broadband; Fiber Paperless Billing – Yes; No Internet Speed – 10 mbps; 25 mbps; 50 mbps; 100+ mbps

How should an architect recommend using these data points?

- A. Target current DSL/Broadband Customers and Zip Code is Fiber Eligible; Suppress Current Fiber Customers
- B. Target current DSL/Broadband Customers and Zip Code is Fiber Eligible
- C. Target Zip Code is Fiber Eligible; Suppress Current Fiber Customers
- D. Target current DSL/Broadband Customer and Zip Code is Fiber Eligible; Target Third-Party GeoLocation Data



Correct Answer: D

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