

AD0-E452^{Q&As}

Adobe Audience Manager Architect

Pass Adobe AD0-E452 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.leads4pass.com/ad0-e452.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Adobe
Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers



QUESTION 1

A client ingests a Customer Data Feed (CDF) export log daily into an offline analytics data platform to develop advanced reporting and analytics capabilities.

The IT team has ensured that the CDF log is processed and ingested in the analytics platform successfully and accurately daily.

The Analytics Team built a trends report using various combinations of the fields available in the CDF log shown to understand that user level behavioral activity across digital marketing channels:

EventTime Device Realized Traits Realized Segments All Traits All Segments MCDevice Container ID IP Data Type

The trends report shows a zero user count for all reports since last week.

What should be confirmed to resolve this issue?

- A. The Realized Segments data has been received from Audience Manager.
- B. The Container ID is always present in the CDF log received from Audience Manager.
- C. The IP Data Type is disabled in the CDF log received from Audience Manager.
- D. The device is present in the CDF log received from Audience Manager.

Correct Answer: B

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 Manger

Correct Answer: BE

QUESTION 3

A client has a no authentication capability enabled on their website. The company has started implementing the Adobe Product suite tools including Audience Manager, Analytics, Target and Campaign. It plans to use Adobe Campaign for managing the email marketing programs and share email response data with Audience Manager.

Which ID recommendation should an architect make for audience sharing between Campaign and Audience Manager?

- A. Use Experience Cloud ID
- B. Use Declared ID captured in Audience Manager
- C. Use Profile ID present in Campaign
- D. Use Audience Manager UUID

Correct Answer: A

QUESTION 4

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 5

A large bank wants to develop the taxonomy to manage its assets in the Audience Manager given the following criteria:

Collects site activity data from multiple websites set up for a respective Line of Business (LOB)
Has extensive data available in the CRM system on its current customers
Tracks media in DMP (Display, Video, Search, Social, etc.)
Has multiple teams and partners using the data available within Audience Manager for audience development
Uses Audience Manager as a central platform to develop and activate audiences in owned and paid channels

What should an architect recommend to meet these requirements?

- A. Create one folder for each LOB and store all Traits in a single folder by LOB so that Traits are easier to search
- B. Create a separate parent folder for each data source under all Traits, and child-folders to represent the LOB
- C. Create a single folder and store all Traits together irrespective of the LOB for the ease of management
- D. Create a separate folder for each trait so that each Trait is stored separately

Correct Answer: B

[AD0-E452 PDF Dumps](#)

[AD0-E452 VCE Dumps](#)

[AD0-E452 Study Guide](#)