

AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

A client notifies an architect that Declared ID sync is not working when a site visitor authenticates. The architect first checks the AAM Data Source to make sure it is set up properly.

ID: 543213 Integration Code: cust_id ID Type: Cross Device ID Definition: Person Data Source Settings (Inbound): Customer ID

After checking the debugging tool, the architect sees the below data points returned upon authenticating on site.

d_cid_ic: 2991c7a7-6fc74f-431jc12 d_jsonv: 1 d_ld_ts=1142144713051 d_mid:
16184299510823404650127548759430712925

Why is the Declared ID sync failing to working properly?

- A. The Data Source ID Type should be Cookie and not Cross-Device.
- B. The d_jsonv parameter should return a "0" value.
- C. The Experience Cloud ID is not enabled.
- D. The d_cid_ic parameter is missing the integration code.

Correct Answer: D

QUESTION 2

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 3

What is contained in a Customer Data Feed (CDF) export file?

- A. Event Time, Request Parameters, and DPID captured by an event call
- B. Only User IDs and segments IDs captured by an event call
- C. Only user IDs, trait IDs, and segment IDs captured by an event call
- D. User, trait, and segment IDs and all parameters captured by an event call

Correct Answer: C

Reference: <https://www.adobe.com/analytics/audience-manager/customer-data-feeds.html>

QUESTION 4

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 5

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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