

AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

A client is using Adobe Target to serve personalized Adobe Experience Manager (AEM) content to specific AAM segments. After launching the Target campaign, the client sees unusual behavior with the test. The client provides the following information:

Website visitors are qualifying for segments based on first-party CRM data They are not qualifying based on real-time site behavior The Target test is properly configured to use the correct audiences

Which client-side tool should an architect recommend using to debug Target activity qualification based on AAM segments?

- A. Experience Cloud Debugger
- B. Target Mbox Debug
- C. AAM Visitor Profile Viewer
- D. AEM Content Services

Correct Answer: A

Reference: <https://blogs.perficientdigital.com/2018/08/21/client-side-testing-with-the-experience-cloudebugger/>

QUESTION 2

A telecommunications company has created an analytics segment to tract visitors that click the "I'm Interested" button (Prop13). The company wants to immediately re-target this user with displays ads on multiple DSPs. The company has Adobe Analytics, and server-side forwarding is enabled.

Which option should an architect select to meet the requirements?

- A. Map the Prop 13 Adobe Analytics segment directly to the DSP Destinations
- B. Share the "Prop 13" segment in Adobe Analytics with AAM, Map to the DSP destinations in AAM
- C. Create a trait in AAM to capture "Prop 13", Build as a segment, Map to the DSP destinations
- D. Onboard visitors that clicked the "I'm Interested" button through Natural Match

Correct Answer: B

QUESTION 3

A client notices that the traits set up to collect the new attributes in the Natural Match file onboarded last week still do not show any data. After verifying that the trait was set up as an Onboarded Trait, the architect checks the Onboarding Status Report to troubleshoot why no data is showing in AAM for that trait.

Stored Records: 0 Format Error: 0 Invalid AAM ID: 0 No Trait Realized: 123,045 No Matching AAM ID: 4,121

Why is the trait failing to capture any data?

- A. Customer has not visited web property
- B. Incorrect Key-Value Pair in the uploaded file
- C. Incorrect profile merge rule used
- D. Experience Cloud ID is not set up properly

Correct Answer: B

QUESTION 4

A company is interested in providing customers with incentives to try its store branded products instead of name branded products. Through a loyalty program, customers share their purchase information with the company and are rewarded with loyalty points.

Which two data points are necessary to meet the requirements? (Choose two.)

- A. Household size
- B. Price data
- C. Zip codes
- D. Product Categories
- E. Rewards ID

Correct Answer: BD

QUESTION 5

A retail customer uses Adobe Analytics, Audience Manager, and Experience Cloud ID service. For the launch of a new product, they want to capture and segment users based on the following data points:

1.
Whether the user clicked the Homepage banner for the new product
2.
Whether the user viewed the Product Detail Page for the new product
3.
Whether the user added the new product to their cart
4.
Whether the user completed a purchase of the new product

These data points will be used to build segments for the following use cases:

1.

Re-target non-converters who showed interest in the product but did not convert

2.

Next page site personalization for users who abandoned their cart

3.

Instant suppression of recent converters

Which data collection method should the architect recommend?

A. DCS APIs

B. Customer Attributes

C. Server-Side Forwarding

D. Shared Audiences

Correct Answer: B

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