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Adobe Audience Manager Architect

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QUESTION 1

A client invests in digital marketing tools to identify current customers and drive media and site

personalization programs for current customers at scale:

The client has a large current customer base.

Fifty percent of current customers have logged in on the client\\'s website or mobile app in the past 6

months.

The client wants to re-engage with current customers who have not logged in to the website or mobile app

in the past 6 months.

Irrespective of website visitors' login status, the client wants to identify whether the website visitor is a

current customer.

The client wants opportunities to identify current customers across devices.

Which recommendation should a solutions architect make to the client?

A. Onboard current customer data through match partner and Natural Match

B. Onboard third-party data via Audience Marketplace

C. Onboard current customer data through mobile app match partner

D. Onboard current customer data through either match partner or Natural Match

Correct Answer: B

QUESTION 2

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-clouddebugger/

QUESTION 3

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 4

A client implements Search and Display media partners' remarketing pixels on its website to re-target site

visitors with product offerings.

None of these media partners currently have integration with the Audience Manager.

The client has implemented Audience Manager as its DMP solution to create richer target audience

segments using the data points enabled from other data sources including the client\\'s CRM system, media,

site behavior, third-party data services, and email programs.

The client wants to leverage these richer data sets to enhance the efficiency of the remarketing programs.

Which approach should an architect recommend to activate the audiences from Audience Manager into

the platforms of these media partners for targeting?

A. Share audiences via server-to-server destination

B. Leverage Customer Data Feed to share audiences with the media partners

C. Implement the media partners\\' remarketing pixel on more webpages

D. Share audiences via URL type destination

Correct Answer: D

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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