

AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

An electronics company plans to target audiences on its own web properties and through paid advertising. There are multiple lines of business, each with well-defined strategies for driving results. The architect has recommended a naming convention to make it easier for digital marketers to locate their segments in the Audience Manager UI.

Which segment name meets these requirements?

- A. Personal Electronics – Tablets – Cross-Sell Prospects
- B. All Electronics – Membership Level – Platinum
- C. Advertising – Ad Group 5 – Banner Ad Placement
- D. Page Visitors – 30 Day Site Visitors – Product Pages

Correct Answer: A

QUESTION 2

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 3

Which statement represents the steps for generating a Customer Data Feed (CDF)?

- A. Architect can begin self-service set up using a secure, customer-specific Amazon S3 bucket to start CDF file delivery
- B. Audience Manager generates CDF files hourly and stores them in a secure, customer-specific Amazon S3 bucket
- C. Architect can begin self-service set up using a secure, customer-specific on-premise file location to start CDF file delivery
- D. Audience Manager generates CDF files daily and stores them in a secure, customer-specific on-premise location

Correct Answer: B

Reference: <https://docs.adobe.com/content/help/en/audience-manager/user-guide/features/cdf-files.html>

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 new Adobe Analytics and Adobe Audience Manager client wants to use offline purchase history for analytics, site personalization, and offsite display advertising. The client has completed the following as part of their implementation:

1.

Experience Cloud ID Service

2.

Analytics appMeasurement library with AAM Module

3.

An automated Customer Attributes feed into Adobe Analytics with all CRM data

4.

Audience Manager destination integrations for site personalization and offsite display advertising

The client's implementation resources have been assigned to another project. No adjustments can be made to the current implementation.

What should the architect recommend to meet this goal?

- A. Create segments in Analytics and send to AAM via Shared Audiences
- B. Enable Analytics Server-Side Forwarding to AAM
- C. Create segments in AAM based on real-time event, prop, and eVar data
- D. Import the relevant AAM segments into Analytics Workplace

Correct Answer: A

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