

## AD0-E452<sup>Q&As</sup>

Adobe Audience Manager Architect

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**QUESTION 1**

A media company acquires a new magazine for its portfolio. It suspects that many of its subscribers are also subscribed to its new magazine holding. As a general policy, all print subscribers are granted access to the digital editions of all publications.

The media company wants to begin targeting ads to as many of the new magazine's subscribers as possible.

What approach should an architect take to meet the requirements?

- A. Onboard the acquired magazine's CRM data via a matching partner
- B. Add the media company's marketing pixel to the magazine's website
- C. Onboard the media company's CRM data via a matching partner
- D. Reconcile the two CRM databases offline and onboard via a matching partner

Correct Answer: A

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**QUESTION 2**

A telecommunications company is celebrating its 50-year anniversary. It wants to serve a personalized experience to its customers based on how long they have been with the company. The company stores the long form data of their first contract.

How should an architect recommend incorporating this data into Audience Manager?

- A. Extract the month and year from the CRM system Create a trait for number of years since initial contract date
- B. Extract year and month from the CRM system Create a trait for each month (1-12) and each year and combine into a segment
- C. Extract the year from the CRM system Create a trait for each 5 year range they have been a customer
- D. Extract the year from the CRM system Create a trait for each calendar year that the company has been in business

Correct Answer: A

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**QUESTION 3**

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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#### QUESTION 4

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

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#### QUESTION 5

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

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