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Adobe Audience Manager Architect

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QUESTION 1

A travel site plans to quickly re-target its customers who bought airline tickets with rental car offers. The company needs to leverage Adobe Audience Manager to send qualified segment data from the ticket purchasing site to its media targeting platforms to send offers where there is not a standard pre-existing integration.

Which approach should an architect recommend to meet these requirements?

A. Contact Adobe consultant to transfer data

B. Extract and upload to SFTP approach

C. Server-to-Server Destination approach

D. URL Type Destination approach

Correct Answer: C

QUESTION 2

A marketer at a mobile phone company notices that subscriber promotions are driving increased site traffic without increasing sales. The promotion is intended to drive existing customers to upgrade their devices and sign onto a new contract term. The marketer believes that most customers need to see the offer more than once to spur an upgrade. The marketer wants to craft an online campaign to accomplish this goal.

The company has invested in Adobe Analytics and Audience Manager, and onboards its CRM and Media data into AAM.

Which three traits are required to create a re-targeting audience that meets the requirements? (Choose three.)

A. Last purchase date

B. Device type

C. Membership level

D. Email Permission

E. Cart abandon

F. Visited product page

Correct Answer: ADF

QUESTION 3

A software company is interested in alerting current customers about upcoming webinars. The company recently published white papers across owned channels.

The client\\'s IT organization has made the following digital investments:

Adobe Audience Manager, Analytics, and Target CMS, CRM, and email platforms from third parties An internally developed data store

Which approach should be used to meet the requirements?

A. Onboard CRM data to data store Create audience segments in data store Share data store audiences with AAM, Target, and their email platform

B. Onboard Adobe Analytics data using third-party service Create segments in AAM Share audiences with Target and their email platform

C. Export CRM data keyed off of plain text email Upload file to AAM Share audiences with Target and their email platform

D. Onboard CRM data using third-party service Create segments in AAM Share audiences with Target and their email platform

Correct Answer: A

QUESTION 4

An architect needs to create a file name for CRM data onboarding based on the following information provided:

iOS ID: 20195 DPID TARGET DATA OWNER: 901035 TIMESTAMP: 201810171215 INTEGRATION CODE: 32456 Which file name follows the required file naming syntax?

A. ftp_dpm_20195_901035_201810171215.csv.1.gz

B. ftp_dpm_201810171215.overwrite.1.gz

C. ftp_dpm_32456_201810171215.overwrite.1.gz

D. ftp_dpm_20195_901035_201810171215.overwrite

Correct Answer: A

Reference: https://docs.adobe.com/content/help/en/audience-manager/user-guide/implementationintegration-guides/sending-audience-data/batch-data-transfer-process/inbound-ftp-filenames.html

QUESTION 5

A large automobile manufacturer needs to enhance their optimization efforts by using data from one of their insurance partners. The manufacturer needs to match their make/model information with the insurance company\\'s currently insured vehicle, location, and family size.

Which two options could the architect take to enable this relationship? (Choose two.)

A. Activate a data agreement through the Audience Manager Marketplace

B. Create a DSP destination in the automobile and insurance company\\'s AAM instance to share this data

C. Use an impression pixel on the insurance company\\'s website to pass site behavior back to the automobile manufacture

D. Privately exchange data with the insurance company via a Second Party agreement

E. Export the automobile manufacturer\\'s model and safety information for use with the insurance company

Correct Answer: BC

QUESTION 6

A company is using Adobe Analytics, Adobe Audience Manager, and Adobe Target and has implemented the Experience Cloud Visitor ID Service. The client wants to customize website content using Adobe Target, based on first-party data including time on site. The company has asked their architect whether they should push segments to Adobe Target from Adobe Analytics or from Audience Manager.

What two requirements should the architect verify prior to making a recommendation? (Choose two.)

A. Whether they need to stop targeting users when they fall out of the segment

B. Tag management solution such as Adobe Launch deployed on the web property

C. Acceptable latency between when site visitors qualify for the segment and are targeted

D. Use cases the company has purchased from the Audience Marketplace

E. Onboarding approach for CRM data and number of attributes onboarded

Correct Answer: BE

QUESTION 7

What is the minimum required information in the file name for audiences onboarded from the CRM system?

A. ftp, dpm, DPID, DPID_TARGET_DATA_OWNER, TIMESTAMP, .sync/.overwrite, SPLIT_NUMBER, gz

B. ftp, dpm, DPID, TIMESTAMP, .sync/.overwrite

C. ftp, DPID, TIMESTAMP, .sync/.overwrite

D. ftp, DPID_TARGET_DATA_OWNER, TIMESTAMP, .sync/.overwrite

Correct Answer: A

QUESTION 8

An architect needs to devise a plan to capture user activity given the following scenario:

A credit card company plans to run an acquisition program in partnership with a hospitality company.

The hospitality company agrees to advertise the credit card company\\'s product offer on its website to its

current customers.

The hospitality company redirects the current customers to the credit card company\\'s website to apply for

the credit card after clicking on the advertisement.

The hospitality company wants to track the members' actions on the credit card application pages in

Audience Manager.

What should an architect recommend to meet these requirements?

A. Deploy Audience Manager tracking pixel on credit card application pages

B. Activate loyalty members\\' data using the services of an onboarding partner

C. Deploy Audience Manager DIL code on credit card company website

D. Enable server-side forwarding with the credit card company

Correct Answer: C

QUESTION 9

A company recently implemented Adobe Analytics and needs to enable server-side forwarding to integrate with Adobe Audience Manager. The architect has checked the debugging tool to verify that server-side forwarding is ready to be enabled.

d_cid_ic=31a3da-87g71ma-69f0d2 d_mid= d_nsid=0 d_jsonv=1

The server-side forwarding is not ready to be enabled.

What is causing this issue?

A. Experience Cloud ID Service is not set up

B. Customer ID is not present

C. d_nsid should be 1

D. d_cid_ic is not returning a hashed value

Correct Answer: A

QUESTION 10

A client wants to send audience segments to a search partner via a URL Type Destination. The client wants to use the same base URL for sharing all audience segments with the search partner so that the client Audience Manager team will not be required to add the search partner\\'s URL each time a new segment needs to be shared.

Which configuration setting should an architect recommend to the client besides Name and Description?

A. Type Cookie, Data Export Label, Serialize Enabled, Base URL, Secure URL, Delimiter

B. Type URL, Auto-fill Destination Mapping Enabled, Base URL, Secure URL, Delimiter

C. Type URL, Serialize Enabled, Base URL, Secure URL, Delimiter

D. Type Cookie, Serialize Enabled, Base URL, Secure URL, Delimiter

Correct Answer: B

QUESTION 11

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 12

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

QUESTION 13

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 14

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 15

A customer wants to update a rule logic for a specific trait using APIs.

Which method(s) should the architect use?

A. POST /segments/validate

B. PUT /traits/{sid} POST /traits/validate

C. PUT /segments/{sid} POST /segments/validate

D. POST /traits/validate

Correct Answer: D

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