

AD0-E452 Dumps

Adobe Audience Manager Architect

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NEW QUESTION 1

Refer to the exhibit.

	A	B	C	D
1	Segment Name	Impressions	Click-Throughs	Orders
2	Segment 1	1,567,973	16,789	2,789
3	Segment 2	4,234,767	77,987	5,389
4	Segment 3	2,767,977	45,767	3,456

A client wants to understand how its Display Media optimization programs are performing by AAM Segment. The client wants to produce a report as outlined in Exhibit A.

What should an architect recommend the implementation team do to capture the data in the impressions column?

- A. Capture the campaign code from the destination URL
- B. Add a demdex media pixel to the ad's creative.
- C. Capture the referring domain of the click-through event.
- D. Use server-side forwarding to capture the impressions.

Answer: B

NEW QUESTION 2

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

Answer: B

NEW QUESTION 3

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.

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

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

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

Answer: A

NEW QUESTION 4

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:

- * 1. Experience Cloud ID service is implemented.
- * 2. The segments use offline propensity model traits.
- * 3. 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.

Answer: B

NEW QUESTION 5

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 the user level behavioral activity across digital marketing channels:

- EventTime
- Device
- Realized Traits
- Realized Segments
- All Traits
- All Segments
- MC Device
- Container ID
- IP Data Type

The trends report shown a zero usercount for all recoils 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.

Answer: D

NEW QUESTION 6

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

Answer: C

NEW QUESTION 7

Which two features must be implemented for server-side forwarding? (Choose two.)

- A. Visitor ID Service
- B. Audience Management Module
- C. Asynchronous Destination IFramt
- D. DIL.create function
- E. Declared ID synchronization

Answer: AB

NEW QUESTION 8

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

Answer: A

NEW QUESTION 9

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.cs
- B. 1.gz
- C. ftp_dpm_201810171215.overwrite.1.gz
- D. ftp_dpm_32456_201810171215.overwrite.1.gz
- E. ftp_dpm_20195.901035.201810171215.overwrite

Answer: D

NEW QUESTION 10

A client wants to display personalized marketing offers to customers who have logged in at least once within the past 60 days. The client needs to display these offers throughout their website even if the customer is not currently logged in. Which option should an architect recommend to the client?

- A. Last Authenticated Profiles + No Device Profile
- B. Current Authenticated Profile + No Device Profile
- C. Current Authenticated Profile + Profile Link Device Graph
- D. Last Authenticated Profiles + Profile Link Device Graph

Answer: D

NEW QUESTION 10

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

Answer: A

NEW QUESTION 12

A client notifies an architect that Declared ID sync is not working when a site visitor authenticates. The architect first checks the AAM Data Source to make sure it is set up properly.

- ID: 543213
- Integration Code: cust-id
- ID Type: Cross Device
- ID Definition: Person
- Data Source Settings (Inbound): Customer ID

After checking the debugging tool, the architect sees the below data points returned upon authenticating on site.

d_cid_ic: 2991 c7a7-6fc74f-431jd 2

d_sonv: 1

d_id_ts=1142144713051 d_mid:16184299510823404650127548759430712925

Why is the Declared ID sync failing to work properly?

- A. The Data Source ID Type should be Cookie and not Cross-Dev
- B. The di-jsonv parameter should return a *0' value.
- C. The Experience Cloud ID is not enabled.
- D. The d_cid_ic parameter is missing the integration code.

Answer: D

NEW QUESTION 13

A retailer wants to target customers on its web properties based on their past buying behavior. Only about 8% of site visitors log in. Which complementary technology should the architect recommend?

- A. Ad Server
- B. Personalization Platform
- C. Campaign Automation Platform
- D. Onboarding Partner

Answer: B

NEW QUESTION 15

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. Which 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

Answer: A

NEW QUESTION 20

A telecommunications company has created an analytics segment to track 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 "Prop13", Build as a segment Map to the DSP destinations
- D. Onboard visitors that clicked the "I'm Interested" button through Natural Match

Answer: C

NEW QUESTION 21

Which three elements are part of the Customer Data Feed? (Choose three.)

- A. Geo-Code
- B. Unrealized Traits
- C. Device
- D. IP Address
- E. Event Time
- F. GCDevice

Answer: CDE

NEW QUESTION 22

An architect is examining the network traffic on a client's website to verify that server-side forwarding is working correctly. What should the architect look for in the response to the Adobe Analytics call?

- A. 2x2 image/gif
- B. asynchronous iframe
- C. "stuff"
- D. "SUCCESS"

Answer: C

NEW QUESTION 23

A high-tech client that caters to privacy-conscious customers reports that 70% of their website visitors use Ad Blocking software. The client still wants to serve personalized messaging to visitors on www.mysite.com using AAM segments. Which option should an architect implement to meet this requirement?

- A. Cname the demdex.net domain to demdex.mysite.com
- B. Create a Profile Merge Rule using "No Authentication Profile"
- C. Post a message requesting visitors to disable ad blocking software
- D. Enable first-party Adobe Analytics domain and server-side forwarding

Answer: D

NEW QUESTION 27

A client wants to re-target their site visitors with an off-site display ad. Internal analysis shows that a customer returns to their site on average once every 90 days. However, users are being removed from the "Site Visit" trait qualification every 60 days in AAM. What should an architect recommend to the client to solve this problem?

- A. Implement server-side forwarding of the UUID
- B. Set the frequency cap for all segments to be greater than 60 days
- C. Reset the Audience Manager Module within the appMeasurement library
- D. Increase the Time To Live (TTL) expiration value

Answer: D

NEW QUESTION 30

A company wants to onboard single campaign lists to the same data source each month to re-engage with their current customer. The company wants to ensure that the customer can be a part of multiple campaigns. Which file type should an architect recommend to meet the requirements?

- A. .split
- B. .csv
- C. .overwrite
- D. .sync

Answer: D

NEW QUESTION 33

A travel company plans to show different product banners to website visitors based on their lifestyle, browsing behavior, and average spending per year. Which top-level trait folders should an architect recommend?

- A. Flights, Hotels, Car Rentals
- B. Adobe Target Cross-Channel Messaging Tool, Ad Server
- C. Sports Enthusiast Cart Abandonee High Spending Customer
- D. Third party, Analytics, CRM

Answer: C

NEW QUESTION 36

After successfully identifying their top-performing segments, a company wants to extend their reach by acquiring new prospects likely to convert. Which two Audience Manager features should the architect recommend to meet the requirements? (Choose two.)

- A. Algorithmic Modeling
- B. Instant Cross-Device Suppression
- C. Audience Marketplace
- D. Audience Lab
- E. Profile Linking

Answer: AD

NEW QUESTION 40

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