**Vendor:**Adobe

**Exam Code:**AD0-E452

**Exam Name:**Adobe Audience Manager Architect

**Version:**Demo

## QUESTION 1

A marketing specialist for a hotel company is designing an email campaign in Adobe Campaign to increase loyalty among its occasional hotel visitors. The specialist has access to all of the company\\'s audiences from AAM, but has a limited budget. The specialist does not want to annoy customers who are unlikely to find this promotion compelling or do not qualify.

The campaign will award customers a free weekend night for use on a future trip if they have booked three weekday nights.

Which traits should be used to meet these requirements?

A. resort_stays > 5 AND memebership_level=platinum

B. resort_stays > 2 OR visited_hotel_page= true

C. business_stays > 3 OR leisure_stays > 5

D. business_stays > 10 AND can_email_flag=false

Correct Answer: B

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## QUESTION 2

A mobile audio streaming service tracks the listening habits of its users via an analytics platform. It wants to enrich that data with third-party demographics data to better understand the users who use its platform.

Which approach should an architect select to meet the requirements?

A. Include a login in the application, and share email and location with demographic data scraping company

B. Include a login in the application and onboard third-party data via an onboarding partner

C. Share customer name and listening habits with media company partners and request customer demographics

D. Share customer email and preferences with record companies and request related demographics

Correct Answer: A

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## QUESTION 3

A travel company wants to serve a unique website experience on the first page when a Platinum Member

returns to the site.

The travel company does not have Adobe Analytics.

The travel company is not using Adobe Target.

The travel company is using a proprietary Site Personalization Platform.

AAM has a Cookie Based integration with the Site Personalization Platform.

The DIL code is located in the body.

The Site Personalization code is located in the header.

What should the architect recommend to enable this use case?

A. Place the Site Personalization code in the body and below the DIL code

B. Place the Site Personalization code and the DIL code in the footer

C. Place an AAM API call above the Site Personalization code and DIL code

D. Place an AAM API call in between the Site Personalization code and the DIL code

Correct Answer: C

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**QUESTION 4**

An architect is reviewing a client\\'s marketing technology stack to recommend a web implementation approach for collecting real-time first-party online data. The client plans to use Adobe Audience Manager to build rich audiences and activate them.

Which three technologies should inform the architect\\'s recommendation to the client? (Choose three.)

A. Customer Relationship Management (CRM) system

B. Analytics solution

C. Demand-Side Platform

D. Experience Cloud Visitor ID Service

E. Tag Management solution

F. Identity Resolution Service

Correct Answer: ABC

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**QUESTION 5**

What is contained in a Customer Data Feed (CDF) export file?

A. Event Time, Request Parameters, and DPID captured by an event call

B. Only User IDs and segments IDs captured by an event call

C. Only user IDs, trait IDs, and segment IDs captured by an event call

D. User, trait, and segment IDs and all parameters captured by an event call

Correct Answer: C

Reference: https://www.adobe.com/analytics/audience-manager/customer-data-feeds.html

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**QUESTION 6**

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

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**QUESTION 7**

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

Correct Answer: CDE

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**QUESTION 8**

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

A. Visitor ID Service

B. Audience Management Module

C. Asynchronous Destination IFrame

D. DIL.create function

E. Declared ID synchronization

Correct Answer: AB

Reference: https://docs.adobe.com/content/help/en/analytics/admin/admin-tools/server-side-forwarding/ ssf.html

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## QUESTION 9

A media client has recently acquired Adobe Audience Manager as its DMP for building and sharing audience segments. The client uses Adobe Target Premium for delivering personalized content over web touchpoints.

Which two prerequisites are needed for this integration to function? (Choose two.)

A. Key-Value Data Format

B. Provision SFTP for audience transfer

C. Provision for Profiles and Audiences

D. Experience Cloud service

E. Google Publisher Tag Cookie Destination

Correct Answer: AE

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## QUESTION 10

An electronics company wants to re-target users that have abandoned cart for their newest SmartWacth. The analytics team has determined that the users coming from a specific media partner convert at a very high percentage after viewing or clicking on an impression for this particular product. The electronics company wants to ensure that their media partner is able to serve an impression as soon as a visitor qualifies for the "Abandoned Cart" segment on their website.

Which option should the architect recommend to accomplish this goal?

A. Share the audience through a second party marketplace agreement

B. Share the audience through a URL Destination

C. Share the audience through a Server-to-Server destination

D. Share the audience directly from Adobe Analytics

Correct Answer: D

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## QUESTION 11

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

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**QUESTION 12**

A client wants to increase website performance by limiting the number of Experience Cloud JavaScript server calls.

Which action should the architect recommend to meet the requirements?

A. Create a data source in AAM for Adobe Analytics

B. Disable the outbound Analytics Destination in AAM

C. Enable Adobe Analytics server-side forwarding

D. Implement the latest version of the AAM Data Integration Library (DIL)

Correct Answer: D