AD0-E104 Q&As

Adobe Experience Manager Architect

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QUESTION 1

Which option should an Architect recommend to integrate Adobe Analytics with the AEM Author instance?

A. Adobe Analytics SDK

B. Adobe Analytics Cloud Configuration

C. Adobe Launch

D. Dynamic Tag Management (DTM)

Correct Answer: D

Reference: https://helpx.adobe.com/experience-manager/using/integrate-digital-marketing-solutions.html

QUESTION 2

An AEM client also licenses Adobe Audience Manager and wants to provide content authors with the ability to create targeted experiences based on Audience Manager segments.

What should the Architect do to meet this requirement?

A. Import Audience Manager segments via the OSGi bundle

B. Configure the Adobe Target cloud configuration

C. Apply the Audience Manager pixel in the AEM template header

D. Enable the Experience Cloud ID Service

Correct Answer: B

QUESTION 3

A client needs to serve customer support-related video content to site visitors. They have videos hosted in the DAM, Facebook, YouTube and Vimeo.

Which video player solution should the client use?

A. Use the AEM Dynamic Media component for all videos

B. Use the out-of-the-box AEM HTML5 Video component

C. Push all DAM videos to YouTube and use the video component

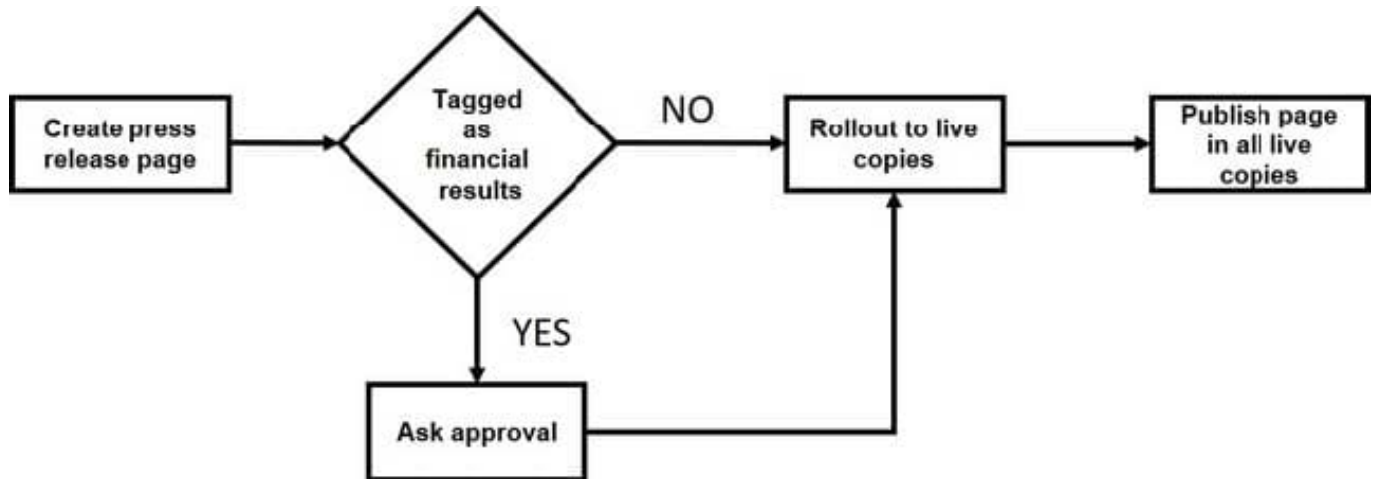D. Create a new video component to support the required formats

Correct Answer: D

Reference: https://www.slideshare.net/ManishaBano2/vimeo-integration-2

QUESTION 4

A customer to simplify and automate publishing press release pages and defines the following flow:

What should the Architect recommend?

A. Configure MSM with the "Activate on Blueprint activation" option

B. Create a custom workflow launches

C. Advise the customer to use Launches

D. Implement a Sling event listener that triggers on page creation

Correct Answer: B

QUESTION 5

When should AEM MongoMK be chosen over TarMK on Author instances?

A. To make maintenance easy

B. To scale read access

C. To scale instances horizontally

D. To store more revisions

Correct Answer: C