



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

Adobe Audience Manager Architect

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### QUESTION 1

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

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### QUESTION 2

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

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### QUESTION 3

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 membership\_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 4

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 5

An Adobe Target client recently acquired Audience Manager to manage and activate its audiences in the targeting platforms including Adobe Target. The client is planning to implement Experience Cloud ID service in the next 6 months. The client would like to share the audiences with Adobe Target for an onsite promotion program planned to launch next month.

Which recommendation should an architect make to the client?

- A. Suggest sharing audiences via Customer Data Feed
- B. Suggest sharing audiences via Profiles and Audiences
- C. Suggest sharing audiences via Server to Server type destination
- D. Suggest sharing audiences via Cookie type destination



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Correct Answer: B

Reference: <https://experienceleaguecommunities.adobe.com/t5/Adobe-Audience-Manager-Questions/Audience-Segments-from-AAM-to-Adobe-Target-AMO-and-Adobe/qaq-p/235745>

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