



AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

A client plans to run a media program to target site visitors at a Demand Site Platform (DSP) that has Server-to-Server integration with Audience Manager.

The size of audiences within AAM looks appropriate to launch the media program.

The audience match rate between Audience Manager and the DSP is lower than expected.

Based on Solutions Consultant recommendations, the client enabled the ID Sync with the DSP on the client's website to increase the match rate.

Which Audience Manager call should an architect validate?

- A. ...demdex.net/firstevent
- B. ...demdex.net/ibs
- C. ...demdex.net/event
- D. ...demdex.net/dest

Correct Answer: C

Reference: <https://docs.adobe.com/content/help/en/audience-manager/user-guide/reference/visitorauthentication-states.html>

QUESTION 2

A global telecommunications company wants to allow its business practitioners to create onboarded traits for onboarded first-party data through Natural Match. The business practitioners only have access to their own region-specific data sources.

The Customer ID is synched with Data Source ID: 432145.

The Latin America Business Practitioner has access to Data Source ID: 761432.

Adobe Experience Cloud ID is enabled.

The files are split by each region.

Which design should the architect select to meet these requirements?

- A. Use 761432 as the DPID and 432145 as the TDPID in the file name
- B. Add a column in the file for Data Source 761432
- C. Use 761432 as the DPID in the file name



D. Use 432145 as the DPID and 761432 as the TDPID in the file name

Correct Answer: B

QUESTION 3

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

QUESTION 4

A banking client recently hired a new product manager to run one of its credit card products. There has been a decline in recent years on card spend with this card product, and customer survey data shows that the customer base for the card is changing. Older customers are using it less or not at all as they retire, while 20- and 30-year olds think the card is trendy and are proud to qualify to use it.

The new manager wants to grow the card's user base by finding more of these younger customers.

Which AAM capability should the architect recommend to help the marketer achieve that goal?

- A. Look-alike modeling based on 54- to 65-year old current customers
- B. Cross-channel segmentation for 20- to 30-year old current customers
- C. Cross-channel segmentation for 54- to 65-year old current customers
- D. Look-alike modeling based on 20- to 30-year old current customers

Correct Answer: B

QUESTION 5

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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