



AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

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:

4.

Experience Cloud ID service is implemented.

5.

The segments use offline propensity model traits.

6.

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.

Correct Answer: A

QUESTION 2

A customer wants to update all trait rules in AAM.

Which API sequence should the customer use?

- A. GET/traits/ PUT/traits/ic:{integrationCode} POST/traits/validate
- B. GET/traits/ PUT/traits/{sid} POST/traits/validate
- C. POST/traits/ POST/traits/list PUT/traits/{sid} POST/traits/validate
- D. GET/traits/ PUT/traits/{sid} POST/traits/bulk-delete

Correct Answer: A

QUESTION 3

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

Correct Answer: D

QUESTION 4

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

Correct Answer: B

QUESTION 5

A client wants to share audiences with a media partner for targeting. The media partner also uses Audience Manager. The client wants to target audiences in media that visited its website in the past 30 days. The client has not signed up for Audience Marketplace yet.

Which audience sharing approach should an architect recommend?

- A. Set up Cookie-type destination to track a website visitor's past activities.
- B. Set up URL type destination because it is quick and does not require enabling Marketplace.
- C. Set up Declared IDs export feed in AAM to share with the media partner.
- D. Set up Server-to-Server destination with the media partner's Audience Manager account.

Correct Answer: D

Reference: <https://docs.adobe.com/content/help/en/audience-manager/user-guide/features/addressableaudiences.html>



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