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Adobe Audience Manager Architect

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QUESTION 1

A retailer wants to re-target new site visitors on partner sites through a Demand Side Platform (DSP) to increase ad targeting effectiveness.

Which approach should the retailer select?

A. In Audience Manager, ingest third-party segment data targeted to converters Create an on-site campaign that offers converters targeted messages and offers Track performance with Audience Manager reports

B. Import partner data segments, combine them with their own, and personalize on-site experience Share audience segments to email marketing initiatives

C. Run Audience Manager look-alike model to identify unqualified audience members in that segment Target those segments through on-site personalization and DSP

D. In Audience Manager, create "No Conversion" segment Add rule to exclude recent converters Create special offer display-ads and subsequent on-site personalization

Correct Answer: B

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

QUESTION 3

An eCommerce client acquires Adobe Audience Manager as its DMP to personalize content areas on the landing page based on users\' shopping history and ad impressions. The client currently uses Adobe Experience Manager (AEM) for content management. Adobe Target for content personalization, and a non-Adobe Ad server.

Which integration approach is needed to meet these requirements?

A. Real-Time Server-to-Server Integrations

B. Pixels syncs to targeting systems

C. Real-time calls using People core service

D. Server-to-Server Batch Integrations

Correct Answer: D

Reference: https://www.adobe.com/content/dam/acom/au/marketing-cloud/playbook/Adobe-AudienceManager.pdf (54)

QUESTION 4

An architect is using network debugger tools to verify that the Experience Cloud Visitor ID Service has been correctly deployed to a client\\'s website. The architect wants to filter the network traffic to isolate the call from the Experience Cloud Visitor ID Service to request a visitor ID for this standard implementation.

Which filter should the architect apply?

A. dpm

B. event

C. dest

D. b/ss

Correct Answer: A

Reference: https://docs.adobe.com/content/help/en/id-service/using/implementation-guides/test-verify.html

QUESTION 5

A client licenses the following tools:

Adobe Analytics for web analytics Audience Manager for audience management and activation Adobe Campaign for email campaign management Adobe Competitor\\'s platform for website personalization

The competitor\\'s platform supports the API-based integration with Audience Manager. The client wants to send the audiences from Audience Manager to the competitor\\'s platform.

Which two actions are required to establish the integration successfully? (Choose two.)

A. Ensure API calls to AAM includes ".../ibs?d_stuff=1andd_dst=1andd_rtbd=jsonandd_cb=[callback_function]"

B. Set up URL Type destination in Audience Manager

C. Set up Cookie Type destination in Audience Manager

D. Ensure API calls to AAM includes ".../event?d_stuff=1andd_dst=1andd_rtbd=jsonandd_cb= [callback_function]"

E. Set up Server to Server Type destination in Audience Manger

Correct Answer: BE