AD0-E452^{Q&As}

Adobe Audience Manager Architect

Pass Adobe AD0-E452 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

https://www.geekcert.com/ad0-e452.html

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Adobe Official Exam Center

⚙ **Instant Download** After Purchase

⚙ **100% Money Back** Guarantee

⚙ **365 Days** Free Update

⚙ **800,000+** Satisfied Customers

QUESTION 1

A marketer at a mobile phone company notices that subscriber promotions are driving increased site traffic without increasing sales. The promotion is intended to drive existing customers to upgrade their devices and sign onto a new contract term. The marketer believes that most customers need to see the offer more than once to spur an upgrade. The marketer wants to craft an online campaign to accomplish this goal.

The company has invested in Adobe Analytics and Audience Manager, and onboards its CRM and Media data into AAM.

Which three traits are required to create a re-targeting audience that meets the requirements? (Choose three.)

A. Last purchase date

B. Device type

C. Membership level

D. Email Permission

E. Cart abandon

F. Visited product page

Correct Answer: ADF

QUESTION 2

A client needs to send marketing emails using Adobe Campaign to all customers who have logged in to the website within the past 30 days but have only bought products at a retail store location. These customers are represented in AAM using the segment name of "1st Party: Recent Visitor – Retail Shoppers".

Which identifier should an architect use to meet these requirements?

A. Declared ID

B. Experience Cloud ID

C. Profile ID

D. AAM UUID

Correct Answer: D

QUESTION 3

A customer wants to analyze AAM segments to understand how those segments perform.

The customer wants to understand:

Frequency of visits Purchasing habits Demographics

What should an architect do to meet these requirements?

A. Set up an Adobe Analytics Cookie Destination

B. Enable the Profile Merge Rule using Last Authenticated Profile

C. Enable the Profile Merge Rule using Current Device Profile

D. Map the Adobe Analytics report suite(s) within an AAM Destination

Correct Answer: A

QUESTION 4

A travel company wants to segment users based on their activity across a maximum of four devices.

Which Profile Merge Rule should be used?

A. Current Authentication Profile + a Data Source + No Device

B. Last Authentication Profile + a Data Source + Current Device Profile

C. No Authentication Profile + a Data Source + Current Device Profile

D. Current Authentication Profile + a Data Source + Profile Link Device Profile

Correct Answer: B

QUESTION 5

A company is using Adobe Analytics, Adobe Audience Manager, and Adobe Target and has implemented the Experience Cloud Visitor ID Service. The client wants to customize website content using Adobe Target, based on first-party data including time on site. The company has asked their architect whether they should push segments to Adobe Target from Adobe Analytics or from Audience Manager.

What two requirements should the architect verify prior to making a recommendation? (Choose two.)

A. Whether they need to stop targeting users when they fall out of the segment

B. Tag management solution such as Adobe Launch deployed on the web property

C. Acceptable latency between when site visitors qualify for the segment and are targeted

D. Use cases the company has purchased from the Audience Marketplace

E. Onboarding approach for CRM data and number of attributes onboarded

Correct Answer: BE