



AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

An electronics company wants to re-target users that have abandoned cart for their newest SmartWacth. The analytics team has determined that the users coming from a specific media partner convert at a very high percentage after viewing or clicking on an impression for this particular product. The electronics company wants to ensure that their media partner is able to serve an impression as soon as a visitor qualifies for the "Abandoned Cart" segment on their website.

Which option should the architect recommend to accomplish this goal?

- A. Share the audience through a second party marketplace agreement
- B. Share the audience through a URL Destination
- C. Share the audience through a Server-to-Server destination
- D. Share the audience directly from Adobe Analytics

Correct Answer: D

QUESTION 2

A client ingests a Customer Data Feed (CDF) export log daily into an offline analytics data platform to develop advanced reporting and analytics capabilities.

The IT team has ensured that the CDF log is processed and ingested in the analytics platform successfully and accurately daily.

The Analytics Team built a trends report using various combinations of the fields available in the CDF log shown to understand that user level behavioral activity across digital marketing channels:

EventTime Device Realized Traits Realized Segments All Traits All Segments MCDevice Container ID IP Data Type

The trends report shows a zero user count for all reports since last week.

What should be confirmed to resolve this issue?

- A. The Realized Segments data has been received from Audience Manager.
- B. The Container ID is always present in the CDF log received from Audience Manager.
- C. The IP Data Type is disabled in the CDF log received from Audience Manager.
- D. The device is present in the CDF log received from Audience Manager.

Correct Answer: B

QUESTION 3



An e-commerce client needs to personalize customer experience on its website. The client plans to use Audience Manager for audience development and activation across website, email, and display media platforms.

The client has made the following investments and cannot make any more technology investments in the next 2 to 3 years: Adobe Audience Manager In-house developed Content Management System (CMS) In-house developed Site Personalization platform that supports API-based integration Adobe Campaign Adobe Advertising Cloud Adobe Analytics

What should a solution architect recommend to this client for experience personalization on the website?

- A. Integrate Advertising Cloud with Audience Manager using out-of-the-box integration
- B. Integrate Data Management Platform that integrates with client's existing website CMS and Personalization platform
- C. Integrate the in-house developed Site Personalization platform using Adobe Campaign APIs
- D. Integrate the in-house developed Site Personalization platform using Audience Manager APIs

Correct Answer: B

QUESTION 4

An electronics company plans to target audiences on its own web properties and through paid advertising. There are multiple lines of business, each with well-defined strategies for driving results. The architect has recommended a naming convention to make it easier for digital marketers to locate their segments in the Audience Manager UI.

Which segment name meets these requirements?

- A. Personal Electronics – Tablets – Cross-Sell Prospects
- B. All Electronics – Membership Level – Platinum
- C. Advertising – Ad Group 5 – Banner Ad Placement
- D. Page Visitors – 30 Day Site Visitors – Product Pages

Correct Answer: A

QUESTION 5

A Marketing Manager launches a Display campaign and needs to track what media creative visitors are seeing most often. The traits are set up properly, but do not show any data.

`https://mysite.demdex.net/event?d_src=123654&d_site={%site_ID%}&d_creative={%creative_id%}` What is causing this issue?

- A. The tag is missing the `d_adsrc` parameter.
- B. The tag is missing the `d_event` parameter.



C. The tag is missing the d_adgroup parameter.

D. The tag is missing the d_placement parameter.

Correct Answer: C

Reference: <https://experienceleaguecommunities.adobe.com/t5/Adobe-Audience-Manager/Collectingmedia-data-in-AAM-using-pixeling-the-creative-method/m-p/302667>

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