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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

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 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

What is the minimum required information in the file name for audiences onboarded from the CRM system?

A. ftp, dpm, DPID, DPID_TARGET_DATA_OWNER, TIMESTAMP, .sync/.overwrite, SPLIT_NUMBER, gz

B. ftp, dpm, DPID, TIMESTAMP, .sync/.overwrite

C. ftp, DPID, TIMESTAMP, .sync/.overwrite

D. ftp, DPID_TARGET_DATA_OWNER, TIMESTAMP, .sync/.overwrite

Correct Answer: A

QUESTION 5

A media client wants to increase returning customers. The client currently tracks and understands its visitors\\' web behavior using Google Analytics and maintains customer 360 data on offline CRM. It plans to use Adobe Audience Manager to create segments and re-target on email using Adobe Campaign marketing automation.

Which onboarding approach should the architect recommend?

A. Onboard Google Analytics data into Adobe Audience Manager using server-side forwarding

B. Onboard Google Analytics data into Adobe Audience Manager using CSV files

C. Onboard offline CRM data into Adobe Audience Manager using client-side DIL

D. Onboard Google Analytics data into Adobe Audience Manager using client-side DIL

Correct Answer: B

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