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Adobe Audience Manager Architect

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QUESTION 1

A media company acquires a new magazine for its portfolio. It suspects that many of its subscribers are also subscribed to its new magazine holding. As a general policy, all print subscribers are granted access to the digital editions of all publications.

The media company wants to begin targeting ads to as many of the new magazine's subscribers as possible.

What approach should an architect take to meet the requirements?

- A. Onboard the acquired magazine's CRM data via a matching partner
- B. Add the media company's marketing pixel to the magazine's website
- C. Onboard the media company's CRM data via a matching partner
- D. Reconcile the two CRM databases offline and onboard via a matching partner

Correct Answer: A

QUESTION 2

A travel company plans to show different product banners to website visitors based on their lifestyle, browsing behavior, and average spending per year.

Which top-level trait folders should an architect recommend?

- A. Flights, Hotels, Car Rentals
- B. Adobe Target, Cross-Channel Messaging Tool, Ad Server
- C. Sports Enthusiast, Cart Abandoner, High Spending Customer
- D. Third party, Analytics, CRM

Correct Answer: B

QUESTION 3

A telecommunications company wants to target its current DSL/Broadband customers with an advertisement to upgrade to a new FiberOptics product. The attributes in their CRM system are as follows:

Customer Zip Code Household Size – 1; 2-4; 5 Zip Code is Fiber Eligible: Yes; No Current Product – DSL; Broadband; Fiber Paperless Billing – Yes; No Internet Speed – 10 mbps; 25 mbps; 50 mbps; 100+ mbps

How should an architect recommend using these data points?

- A. Target current DSL/Broadband Customers and Zip Code is Fiber Eligible; Suppress Current Fiber Customers
- B. Target current DSL/Broadband Customers and Zip Code is Fiber Eligible



C. Target Zip Code is Fiber Eligible; Suppress Current Fiber Customers

D. Target current DSL/Broadband Customer and Zip Code is Fiber Eligible; Target Third-Party GeoLocation Data

Correct Answer: D

QUESTION 4

A software company is interested in alerting current customers about upcoming webinars. The company recently published white papers across owned channels.

The client's IT organization has made the following digital investments:

Adobe Audience Manager, Analytics, and Target CMS, CRM, and email platforms from third parties An internally developed data store

Which approach should be used to meet the requirements?

A. Onboard CRM data to data store Create audience segments in data store Share data store audiences with AAM, Target, and their email platform

B. Onboard Adobe Analytics data using third-party service Create segments in AAM Share audiences with Target and their email platform

C. Export CRM data keyed off of plain text email Upload file to AAM Share audiences with Target and their email platform

D. Onboard CRM data using third-party service Create segments in AAM Share audiences with Target and their email platform

Correct Answer: A

QUESTION 5

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

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