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Adobe Audience Manager Architect

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QUESTION 1

An Adobe Target client recently acquired Audience Manager to manage and activate its audiences in the targeting platforms including Adobe Target. The client is planning to implement Experience Cloud ID service in the next 6 months. The client would like to share the audiences with Adobe Target for an onsite promotion program planned to launch next month.

Which recommendation should an architect make to the client?

A. Suggest sharing audiences via Customer Data Feed

B. Suggest sharing audiences via Profiles and Audiences

C. Suggest sharing audiences via Server to Server type destination

D. Suggest sharing audiences via Cookie type destination

Correct Answer: B

Reference: https://experienceleaguecommunities.adobe.com/t5/Adobe-Audience-Manager-Questions/ Audience-Segments-from-AAM-to-Adobe-Target-AMO-and-Adobe/qaq-p/235745

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

A company wants to onboard single campaign lists to the same data source each month to re-engage with their current customer. The company wants to ensure that the customer can be a part of multiple campaigns.

Which file type should an architect recommend to meet the requirements?

A. .split

B. .csv

C. .overwrite

D. .sync

Correct Answer: D

QUESTION 4

A client wants to share audiences with a media partner for targeting. The media partner also uses Audience Manager. The client wants to target audiences in media that visited its website in the past 30 days. The client has not signed up for Audience Marketplace yet.

Which audience sharing approach should an architect recommend?

A. Set up Cookie-type destination to track a website visitor\\'s past activities.

B. Set up URL type destination because it is quick and does not require enabling Marketplace.

C. Set up Declared IDs export feed in AAM to share with the media partner.

D. Set up Server-to-Server destination with the media partner\\'s Audience Manager account.

Correct Answer: D

Reference: https://docs.adobe.com/content/help/en/audience-manager/user-guide/features/addressableaudiences.html

QUESTION 5

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

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