



# AD0-E452<sup>Q&As</sup>

Adobe Audience Manager Architect

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### QUESTION 1

A company recently implemented Adobe Analytics and needs to enable server-side forwarding to integrate with Adobe Audience Manager. The architect has checked the debugging tool to verify that server-side forwarding is ready to be enabled.

d\_cid\_ic=31a3da-87g71ma-69f0d2 d\_mid= d\_nsid=0 d\_jsonv=1

The server-side forwarding is not ready to be enabled.

What is causing this issue?

- A. Experience Cloud ID Service is not set up
- B. Customer ID is not present
- C. d\_nsid should be 1
- D. d\_cid\_ic is not returning a hashed value

Correct Answer: A

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### 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

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### QUESTION 3

After successfully identifying their top-performing segments, a company wants to extend their reach by acquiring new prospects likely to convert.

Which two Audience Manager features should the architect recommend to meet these requirements? (Choose two.)

- A. Algorithmic Modeling
- B. Instant Cross-Device Suppression
- C. Audience Marketplace
- D. Audience Lab
- E. Profile Linking

Correct Answer: AC

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### QUESTION 4

An architect is examining the network traffic on a client's website to verify that server-side forwarding is working correctly.

What should the architect look for in the response to the Adobe Analytics call?

- A. 2 ?2 image/gif
- B. asynchronous iframe
- C. "stuff"
- D. "SUCCESS"

Correct Answer: B

Reference: <https://docs.adobe.com/content/help/en/analytics/admin/admin-tools/server-side-forwarding/ssf-verify.html>

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### QUESTION 5

What is contained in a Customer Data Feed (CDF) export file?

- A. Event Time, Request Parameters, and DPID captured by an event call
- B. Only User IDs and segments IDs captured by an event call
- C. Only user IDs, trait IDs, and segment IDs captured by an event call
- D. User, trait, and segment IDs and all parameters captured by an event call

Correct Answer: C

Reference: <https://www.adobe.com/analytics/audience-manager/customer-data-feeds.html>

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