



AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

A banking client wants to use Audience Manager segments for an upcoming site-personalization campaign. The campaign is promoting exclusive credit card upsell opportunities for a group of high value

customers. Prospects and unqualified customers must not see this messaging.

Which Profile Merge Rule should an architect recommend to meet these requirements?

- A. Current Authenticated + Current Device
- B. Current Authenticated + No Device
- C. Last Authenticated + Profile Link
- D. Last Authenticated + Adobe Co-op

Correct Answer: B

Reference: <https://docs.adobe.com/content/help/en/audience-manager/user-guide/features/profile-mergerules/merge-rule-targeting-options.html>

QUESTION 2

A mobile audio streaming service tracks the listening habits of its users via an analytics platform. It wants to enrich that data with third-party demographics data to better understand the users who use its platform.

Which approach should an architect select to meet the requirements?

- A. Include a login in the application, and share email and location with demographic data scraping company
- B. Include a login in the application and onboard third-party data via an onboarding partner
- C. Share customer name and listening habits with media company partners and request customer demographics
- D. Share customer email and preferences with record companies and request related demographics

Correct Answer: A

QUESTION 3

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 4

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 5

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



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

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