

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

Adobe Audience Manager Architect

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### QUESTION 1

A client wants to display personalized marketing offers to customers who have logged in at least once within the past 60 days. The client needs to display these offers throughout their website even if the customer is not currently logged in.

Which option should an architect recommend to the client?

- A. Last Authenticated Profiles + No Device Profile
- B. Current Authenticated Profile + No Device Profile
- C. Current Authenticated Profile + Profile Link Device Graph
- D. Last Authenticated Profiles + Profile Link Device Graph

Correct Answer: D

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### QUESTION 2

A customer wants an extract of their segment rules to perform an audit. Which API method should the architect use?

- A. POST /segments/estimate-30-day-size
- B. GET /segments
- C. POST /segments
- D. GET /segments/rules
- E. GET /segments/limits
- F. POST /segments/rules

Correct Answer: B

Reference: [https://bank.demdex.com/portal/swagger/index.html#/Segments\\_API](https://bank.demdex.com/portal/swagger/index.html#/Segments_API)

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### QUESTION 3

A banking client recently hired a new product manager to run one of its credit card products. There has been a decline in recent years on card spend with this card product, and customer survey data shows that the customer base for the card is changing. Older customers are using it less or not at all as they retire, while 20- and 30-year olds think the card is trendy and are proud to qualify to use it.

The new manager wants to grow the card's user base by finding more of these younger customers.

Which AAM capability should the architect recommend to help the marketer achieve that goal?

- A. Look-alike modeling based on 54- to 65-year old current customers
- B. Cross-channel segmentation for 20- to 30-year old current customers
- C. Cross-channel segmentation for 54- to 65-year old current customers

D. Look-alike modeling based on 20- to 30-year old current customers

Correct Answer: B

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#### QUESTION 4

A client notifies an architect that Declared ID sync is not working when a site visitor authenticates. The architect first checks the AAM Data Source to make sure it is set up properly.

ID: 543213 Integration Code: cust\_id ID Type: Cross Device ID Definition: Person Data Source Settings (Inbound): Customer ID

After checking the debugging tool, the architect sees the below data points returned upon authenticating on site.

d\_cid\_ic: 2991c7a7-6fc74f-431jc12 d\_jsonv: 1 d\_ld\_ts=1142144713051 d\_mid:  
16184299510823404650127548759430712925

Why is the Declared ID sync failing to working properly?

- A. The Data Source ID Type should be Cookie and not Cross-Device.
- B. The d\_jsonv parameter should return a "0" value.
- C. The Experience Cloud ID is not enabled.
- D. The d\_cid\_ic parameter is missing the integration code.

Correct Answer: D

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#### 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

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

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### QUESTION 6

A telecommunications company is celebrating its 50-year anniversary. It wants to serve a personalized experience to its customers based on how long they have been with the company. The company stores the long form data of their first contract.

How should an architect recommend incorporating this data into Audience Manager?

- A. Extract the month and year from the CRM system Create a trait for number of years since initial contract date
- B. Extract year and month from the CRM system Create a trait for each month (1-12) and each year and combine into a segment
- C. Extract the year from the CRM system Create a trait for each 5 year range they have been a customer
- D. Extract the year from the CRM system Create a trait for each calendar year that the company has been in business

Correct Answer: A

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### QUESTION 7

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>

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### QUESTION 8

A client implements Search and Display media partners' remarketing pixels on its website to re-target site visitors with product offerings.

None of these media partners currently have integration with the Audience Manager.

The client has implemented Audience Manager as its DMP solution to create richer target audience

segments using the data points enabled from other data sources including the client's CRM system, media, site behavior, third-party data services, and email programs.

The client wants to leverage these richer data sets to enhance the efficiency of the remarketing programs.

Which approach should an architect recommend to activate the audiences from Audience Manager into the platforms of these media partners for targeting?

- A. Share audiences via server-to-server destination
- B. Leverage Customer Data Feed to share audiences with the media partners
- C. Implement the media partners' remarketing pixel on more webpages
- D. Share audiences via URL type destination

Correct Answer: D

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#### QUESTION 9

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 10

A company is not seeing Traits populate after onboarding its CRM data into Adobe Audience Manager.

The architect has recommended the Onboarding Status Report to assist with the troubleshooting process. What are two prerequisites to view rejected records in the Onboarding Status Report? (Choose two.)

- A. Enable file error sampling

- B. Replace FTP endpoint with S3
- C. Activate Tableau
- D. Obtain Administrator privileges
- E. Enable Role-Based Access Control

Correct Answer: DE

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#### QUESTION 11

A client has a no authentication capability enabled on their website. The company has started implementing the Adobe Product suite tools including Audience Manager, Analytics, Target and Campaign. It plans to use Adobe Campaign for managing the email marketing programs and share email response data with Audience Manager.

Which ID recommendation should an architect make for audience sharing between Campaign and Audience Manager?

- A. Use Experience Cloud ID
- B. Use Declared ID captured in Audience Manager
- C. Use Profile ID present in Campaign
- D. Use Audience Manager UUID

Correct Answer: A

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#### QUESTION 12

A media agency runs campaigns across display and social media platforms. Campaign impression data is captured by pixeling the creative.

Which approach should the agency use to populate traits in Audience Manager?

- A. Actionable Log Files
- B. Ad Server Macros
- C. URL Redirects
- D. Google Publisher Tag Destination

Correct Answer: C

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#### QUESTION 13

Which two features must be implemented for server-side forwarding? (Choose two.)

- A. Visitor ID Service

- B. Audience Management Module
- C. Asynchronous Destination IFrame
- D. DIL.create function
- E. Declared ID synchronization

Correct Answer: AB

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

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#### QUESTION 14

A customer wants to update all trait rules in AAM.

Which API sequence should the customer use?

- A. GET/traits/ PUT/traits/ic:{integrationCode} POST/traits/validate
- B. GET/traits/ PUT/traits/{sid} POST/traits/validate
- C. POST/traits/ POST/traits/list PUT/traits/{sid} POST/traits/validate
- D. GET/traits/ PUT/traits/{sid} POST/traits/bulk-delete

Correct Answer: A

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#### QUESTION 15

A company wants to remove specific customers from a single trait using an onboarded batch file.

What prefix and file type should an architect use to accomplish this goal?

- A. d\_unsegment and a .sync file
- B. d\_unsid and a .overwrite file
- C. d\_unsegment and a .overwrite file
- D. d\_unsid and a .sync file

Correct Answer: B

Reference: <https://docs.adobe.com/content/help/en/audience-manager/user-guide/implementationintegration-guides/sending-audience-data/batch-data-transfer-process/inbound-file-contents.html>