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Exam : **AD0-E452**

Title : Adobe Audience Manager
Architect

Vendor : Adobe

Version : DEMO

NO.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 Cookie type destination
- B. Suggest sharing audiences via Customer Data Feed
- C. Suggest sharing audiences via Profiles & Audiences
- D. Suggest sharing audiences via Server to Server type destination

Answer: C

NO.2 A client plans to run a media program to target site visitors at a Demand Site Platform (DSP) that has Server- to-Server integration with Audience Manager.

- * The size of audiences within AAM looks appropriate to launch the media program.
- * The audience match rate between Audience Manager and the DSP is lower than expected.
- * Based on Solutions Consultant recommendations, the client enabled the ID Sync with the DSP on the client's website to increase the match rate.

Which Audience Manager call should an architect validate?

- A. ...demdex.net/event
- B. ...demdex.net/firstevent
- C. ...demdex.net/ibs
- D. ...demdex.net/dest

Answer: A

NO.3 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. Implement the media partners' remarketing pixel on more webpages
- B. Share audiences via URL type destination
- C. Leverage Customer Data Feed to share audiences with the media partners
- D. Share audiences via server-to-server destination

Answer: B

NO.4 A client wants to do off-site media suppression across all of a user's devices for users who have logged in to the mobile app and enabled email notifications. Currently, email notifications can only be enabled through the client's website in the My Account section.

Which Profile Merge rule should the architect select to meet these requirements?

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

Answer: C

NO.5 A client leverages Audience Manager and Target. The client wants to use AAM segments to drive their personalization and optimization efforts using Adobe Target in the most efficient way possible. The client recently completed their implementation but does not see any segments in Target.

The client's Experience Cloud ID service implementation and Target implementation have been validated.

Both library versions are up to date.

Which implementation component is the client missing?

- A. Adobe Target Mbox
- B. Experience Cloud Shared Audiences
- C. Server-side forwarding
- D. Audience Manager Declared ID

Answer: A

NO.6 A client wants to send audience segments to a search partner via a URL Type Destination. The client wants to use the same base URL for sharing all audience segments with the search partner so that the client Audience Manager team will not be required to add the search partner's URL each time a new segment needs to be shared.

Which configuration setting should an architect recommend to the client besides Name and Description?

- A. Type URL, Serialize Enabled, Base URL, Secure URL, Delimiter
- B. Type Cookie, Serialize Enabled, Base URL, Secure URL, Delimiter
- C. Type Cookie, Data Export Label, Serialize Enabled, Base URL, Secure URL, Delimiter
- D. Type URL, Auto-fill Destination Mapping Enabled, Base URL, Secure URL, Delimiter

Answer: D

NO.7 An e-commerce client needs to personalize customer experience on its website. The client plans to use Audience Manager for audience development and activation across website, email, and display media platforms.

The client has made the following investments and cannot make any more technology investments in the next

2 to 3 years:

- * Adobe Audience Manager
- * In-house developed Content Management System (CMS)
- * In-house developed Site Personalization platform that supports API-based integration
- * Adobe Campaign
- * Adobe Advertising Cloud
- * Adobe Analytics

What should a solution architect recommend to this client for experience personalization on the website?

- A.** Integrate Data Management Platform that integrates with client's existing website CMS and Personalization platform
- B.** Integrate Advertising Cloud with Audience Manager using out-of-the-box integration
- C.** Integrate the in-house developed Site Personalization platform using Audience Manager APIs
- D.** Integrate the in-house developed Site Personalization platform using Adobe Campaign APIs

Answer: A

NO.8 What is contained in a Customer Data Feed (CDF) export file?

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

Answer: C