

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

Adobe Audience Manager Architect

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### QUESTION 1

A client is using Adobe Target to serve personalized Adobe Experience Manager (AEM) content to specific AAM segments. After launching the Target campaign, the client sees unusual behavior with the test. The client provides the following information:

Website visitors are qualifying for segments based on first-party CRM data They are not qualifying based on real-time site behavior The Target test is properly configured to use the correct audiences

Which client-side tool should an architect recommend using to debug Target activity qualification based on AAM segments?

- A. Experience Cloud Debugger
- B. Target Mbox Debug
- C. AAM Visitor Profile Viewer
- D. AEM Content Services

Correct Answer: A

Reference: <https://blogs.perficientdigital.com/2018/08/21/client-side-testing-with-the-experience-cloudebugger/>

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### QUESTION 2

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

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### QUESTION 3

During online data collection, an event call captures geographic location as a key-value pair "dcs\_region":region ID parameter returned in a larger body of JSON data.

How are the parameters being passed?

- A. Directly to Data Collection Servers using APIs or data collection code
- B. Indirectly to Profile Cache Servers using UI controls
- C. Indirectly to Data Collection Servers using UI controls
- D. Directly to Profile Cache Servers using APIs or data collection code

Correct Answer: C

Reference: <https://docs.adobe.com/content/help/en/audience-manager/user-guide/reference/systemcomponents/components-data-collection.html>

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#### QUESTION 4

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 5

A client wants to re-target their site visitors with an off-site display ad. Internal analysis shows that a customer returns to the site on average once every 90 days. However, users are being removed from the "Site Visit" trait qualification every 60 days in AAM.

What should an architect recommend to the client to solve the problem?

- A. Implement server-side forwarding of the UUID
- B. Set the frequency cap for all segments to be greater than 60 days
- C. Reset the Audience Manager Module within the appMeasurement library
- D. Increase the Time to Live (TTL) expiration value

Correct Answer: D