

AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

An electronics company plans to target audiences on its own web properties and through paid advertising. There are multiple lines of business, each with well-defined strategies for driving results. The architect has recommended a naming convention to make it easier for digital marketers to locate their segments in the Audience Manager UI.

Which segment name meets these requirements?

- A. Personal Electronics – Tablets – Cross-Sell Prospects
- B. All Electronics – Membership Level – Platinum
- C. Advertising – Ad Group 5 – Banner Ad Placement
- D. Page Visitors – 30 Day Site Visitors – Product Pages

Correct Answer: A

QUESTION 2

A credit card company wants to market its rewards travel program to customers who are currently searching for travel. The company wants to identify those who are booking travel to start in the next 2 weeks.

Which method should an architect select to meet the requirements?

- A. Use an onboarding partners service to match bank and travel customers
- B. Share customer PII data with the travel partner for them to find matches
- C. Ask all travel site partners to provide their CRM records
- D. Ask the travel partner to supply a monthly file and use natural match

Correct Answer: A

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

QUESTION 4

A client invests in digital marketing tools to identify current customers and drive media and site personalization programs for current customers at scale:

The client has a large current customer base.

Fifty percent of current customers have logged in on the client's website or mobile app in the past 6 months.

The client wants to re-engage with current customers who have not logged in to the website or mobile app in the past 6 months.

Irrespective of website visitors' login status, the client wants to identify whether the website visitor is a current customer.

The client wants opportunities to identify current customers across devices.

Which recommendation should a solutions architect make to the client?

- A. Onboard current customer data through match partner and Natural Match
- B. Onboard third-party data via Audience Marketplace
- C. Onboard current customer data through mobile app match partner
- D. Onboard current customer data through either match partner or Natural Match

Correct Answer: B

QUESTION 5

An architect needs to create a file name for CRM data onboarding based on the following information provided:

iOS ID: 20195 DPID TARGET DATA OWNER: 901035 TIMESTAMP: 201810171215 INTEGRATION CODE: 32456
Which file name follows the required file naming syntax?

- A. ftp_dpm_20195_901035_201810171215.csv.1.gz
- B. ftp_dpm_201810171215.overwrite.1.gz

C. ftp_dpm_32456_201810171215.overwrite.1.gz

D. ftp_dpm_20195_901035_201810171215.overwrite

Correct Answer: A

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

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