AD0-E452^{Q&As}

Adobe Audience Manager Architect

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QUESTION 1

A client notices that the traits set up to collect the new attributes in the Natural Match file onboarded last week still do not show any data. After verifying that the trait was set up as an Onboarded Trait, the architect checks the Onboarding Status Report to troubleshoot why no data is showing in AAM for that trait.

Stored Records: 0 Format Error: 0 Invalid AAM ID: 0 No Trait Realized: 123,045 No Matching AAM ID: 4,121

Why is the trait failing to capture any data?

A. Customer has not visited web property

B. Incorrect Key-Value Pair in the uploaded file

C. Incorrect profile merge rule used

D. Experience Cloud ID is not set up properly

Correct Answer: B

QUESTION 2

A retailer wants to target customers on its web properties based on their past buying behavior. Only about 8% of the site visitors log in.

Which complementary technology should the architect recommend?

A. Ad Server

B. Personalization Platform

C. Campaign Automation Platform

D. Onboarding Partner

Correct Answer: B

QUESTION 3

An architect is reviewing a client\'s marketing technology stack to recommend a web implementation approach for collecting real-time first-party online data. The client plans to use Adobe Audience Manager to build rich audiences and activate them.

Which three technologies should inform the architect\'s recommendation to the client? (Choose three.)

A. Customer Relationship Management (CRM) system

B. Analytics solution

C. Demand-Side Platform

D. Experience Cloud Visitor ID Service

E. Tag Management solution

F. Identity Resolution Service

Correct Answer: ABC

QUESTION 4

An architect is requested to design the taxonomy (Trait Name, Trait Rule) for media data collected using Audience Manager media tracking pixel implemented in the client\'s ad server.

Client tracks the following media data points IDs in the Audience Manager:

Campaign Creative Placement Site

The client needs to be able to validate that: The Trait Name represents the correct data point The Trait Expression represents the correct data point

Which approach should a solution architect recommend for Trait Name and Trait Expression setup?

A. Include Segment ID, Destination ID in the Trait Name

B. Include media data point ID in the Trait Name, Trait Expression

C. Include Segment ID in the Trait Name, Trait Expression

D. Include Data Source ID in the Trait Name, Trait Expression

Correct Answer: A

QUESTION 5

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/firstevent

B. ...demdex.net/ibs

C. ...demdex.net/event

D. ...demdex.net/dest

Correct Answer: C

Reference: https://docs.adobe.com/content/help/en/audience-manager/user-guide/reference/visitorauthentication-states.html

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