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QUESTION 1

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

QUESTION 2

A retail customer users Adobe Analytics, Audience Manager, and Experience Cloud ID service. For the launch of a new product, they want to capture and segment users based on the following data points:

1.

Whether the user clicked the Homepage banner for the new product

2.

Whether the user viewed the Product Detail Page for the new product

3.

Whether the user added the new product to their cart

4.

Whether the user completed a purchase of the new product

These data points will be used to build segments for the following use cases:

1.

Re-target non-converters who showed interest in the product but did not convert

2.

Next page site personalization for users who abandoned their cart

3.

Instant suppression of recent converters

Which data collection method should the architect recommend?

A. DCS APIs

B. Customer Attributes

C. Server-Side Forwarding

D. Shared Audiences

Correct Answer: B

QUESTION 3

A travel company wants to segment users based on their activity across a maximum of four devices.

Which Profile Merge Rule should be used?

A. Current Authentication Profile + a Data Source + No Device

B. Last Authentication Profile + a Data Source + Current Device Profile

C. No Authentication Profile + a Data Source + Current Device Profile

D. Current Authentication Profile + a Data Source + Profile Link Device Profile

Correct Answer: B

QUESTION 4

A customer wants to analyze AAM segments to understand how those segments perform.

The customer wants to understand:

Frequency of visits Purchasing habits Demographics

What should an architect do to meet these requirements?

A. Set up an Adobe Analytics Cookie Destination

B. Enable the Profile Merge Rule using Last Authenticated Profile

C. Enable the Profile Merge Rule using Current Device Profile

D. Map the Adobe Analytics report suite(s) within an AAM Destination

Correct Answer: A

QUESTION 5

A Marketing Manager launches a Display campaign and needs to track what media creative visitors are seeing most often. The traits are set up properly, but do not show any data.
https://mysite.demdex.net/event?d_src=123654andd_site={%site_ID%}andd_creative={%creative_id%} What is causing this issue?

A. The tag is missing the d_adsrc parameter.

B. The tag is missing the d_event parameter.

C. The tag is missing the d_adgroup parameter.

D. The tag is missing the d_placement parameter.

Correct Answer: C

Reference: https://experienceleaguecommunities.adobe.com/t5/Adobe-Audience-Manager/Collectingmedia-data-in-AAM-using-pixeling-the-creative-method/m-p/302667

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