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Adobe Audience Manager Architect

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QUESTION 1

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 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 media agency runs campaigns across display and social media platforms. Campaign impression data is

captured by pixeling the creative.

Which approach should the agency use to populate traits in Audience Manager?

A. Actionable Log Files

B. Ad Server Macros

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C. URL Redirects

D. Google Publisher Tag Destination

Correct Answer: C

QUESTION 4

An online retailer successfully sold a promotional product on a holiday and decides to begin selling it full-time in the product catalog.

Which AAM capability should be recommended to help expand the customer base for this new product?

A. Look-alike modeling

B. Audience Lab

C. CRM Data Onboarding

D. Media suppression

Correct Answer: C

QUESTION 5

A media client has recently acquired Adobe Audience Manager as its DMP for building and sharing audience segments. The client uses Adobe Target Premium for delivering personalized content over web touchpoints.

Which two prerequisites are needed for this integration to function? (Choose two.)

A. Key-Value Data Format

B. Provision SFTP for audience transfer

C. Provision for Profiles and Audiences

D. Experience Cloud service

E. Google Publisher Tag Cookie Destination

Correct Answer: AE

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