Adobe

AD0-E452 Exam

Adobe Audience Manager Architect Exam

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Version: 9.0

Question: 1

A large bank needs to develop the taxonomy to manage its assets in the Audience Manager given the following scenario:
• Collects site activity data from multiple websites set up for a respective Line of Business (LOB) Has extensive data available in CRM system on its current customers
• Tracks media in DMP (Display, Video, Search, Social, etc.)
• Has multiple teams and partners using the data available within Audience Manager for audience development
• Uses Audience Manager as a central platform to develop and activate audiences in owned and paid channels
Which recommendation should an architect make for Traits name taxonomy development?

A. Indicate the name of the segment using the Trait in segment development
B. Indicate the destination partner, signal, and name of source of data
C. Indicate the name of the segment using the Trait and the destination partner
D. Indicate the collection method, signal, and name of source of data

Answer: B

Question: 2

An architect is examining the network traffic on a client's website to verify that server-side forwarding is working correctly.
What should the architect look for in the response to the Adobe Analytics call?

A. 2 × 2 image/gif
B. asynchronous iframe
C. "stuff"
D. "SUCCESS"

Answer: B

Reference:
https://docs.adobe.com/content/help/en/analytics/admin/admin-tools/server-side-forwarding/ssf-verify

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Question: 3

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

Answer: B

Question: 4

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=123654&d_site={%site_ID%}&d_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.

Answer: C

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

Question: 5

A client needs to send marketing emails using Adobe Campaign to all customers who have logged in

to the website within the past 30 days but have only bought products at a retail store location. These customers are represented in AAM using the segment name of “1st Party: Recent Visitor – Retail Shoppers”.
Which identifier should an architect use to meet these requirements?

A. Declared ID
B. Experience Cloud ID
C. Profile ID
D. AAM UUID

Answer: D

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