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AD0-E452

Adobe Audience Manager Architect

Version 1.0

Exam A

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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

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"

Correct Answer: B
Section: (none)
Explanation

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

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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

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.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 6
A client wants to increase website performance by limiting the number of Experience Cloud JavaScript server calls.

Which action should the architect recommend to meet the requirements?

A. Create a data source in AAM for Adobe Analytics
B. Disable the outbound Analytics Destination in AAM
C. Enable Adobe Analytics server-side forwarding
D. Implement the latest version of the AAM Data Integration Library (DIL)

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 7
A global telecommunications company wants to allow its business practitioners to create onboarded traits for onboarded first-party data through Natural Match. The business practitioners only have access to their own region-specific data sources.

▪ The Customer ID is synched with Data Source ID: 432145.
▪ The Latin America Business Practitioner has access to Data Source ID: 761432.
▪ Adobe Experience Cloud ID is enabled. ▪
The files are split by each region.

Which design should the architect select to meet these requirements?

A. Use 761432 as the DPID and 432145 as the TDPID in the file name
B. Add a column in the file for Data Source 761432
C. Use 761432 as the DPID in the file name
D. Use 432145 as the DPID and 761432 as the TDPID in the file name

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 8 A customer wants to update all trait
rules in AAM.

Which API sequence should the customer use?

A. GET/traits/ PUT/traits/ic:{integrationCode} POST/traits/validate
B. GET/traits/ PUT/traits/{sid} POST/traits/validate
C. POST/traits/ POST/traits/list PUT/traits/{sid} POST/traits/validate
D. GET/traits/ PUT/traits/{sid} POST/traits/bulk-delete

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 9 An architect needs to devise a plan to capture user activity given the
following scenario:

▪ A credit card company plans to run an acquisition program in partnership with a hospitality company.
▪ The hospitality company agrees to advertise the credit card company's product offer on its website to its current customers.
▪ The hospitality company redirects the current customers to the credit card company's website to apply for the credit card after clicking on the advertisement. ▪
The hospitality company wants to track the members' actions on the credit card application pages in Audience Manager.

What should an architect recommend to meet these requirements?

A. Deploy Audience Manager tracking pixel on credit card application pages
B. Activate loyalty members' data using the services of an onboarding partner

C. Deploy Audience Manager DIL code on credit card company website
D. Enable server-side forwarding with the credit card company

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 10
A software company is interested in alerting current customers about upcoming webinars. The company recently published white papers across owned channels.

The client's IT organization has made the following digital investments:

▪ Adobe Audience Manager, Analytics, and Target
▪ CMS, CRM, and email platforms from third parties ▪
An internally developed data store

Which approach should be used to meet the requirements?

A. Onboard CRM data to data storeCreate audience segments in data store
   Share data store audiences with AAM, Target, and their email platform
B. Onboard Adobe Analytics data using third-party serviceCreate segments in AAM
   Share audiences with Target and their email platform
C. Export CRM data keyed off of plain text email
   Upload file to AAM
   Share audiences with Target and their email platform
D. Onboard CRM data using third-party service
   Create segments in AAM
   Share audiences with Target and their email platform

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 11
A client wants to share audiences with a media partner for targeting. The media partner also uses Audience Manager. The client wants to target audiences in media that visited its website in the past 30 days. The client has not signed up for Audience Marketplace yet.

Which audience sharing approach should an architect recommend?

A. Set up Cookie-type destination to track a website visitor's past activities.
B. Set up URL type destination because it is quick and does not require enabling Marketplace.
C. Set up Declared IDs export feed in AAM to share with the media partner.
D. Set up Server-to-Server destination with the media partner's Audience Manager account.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.adobe.com/content/help/en/audience-manager/user-guide/features/addressable-audiences.html

QUESTION 12
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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 13
An eCommerce client acquires Adobe Audience Manager as its DMP to personalize content areas on the landing page based on users' shopping history and ad impressions. The client currently uses Adobe Experience Manager (AEM) for content management. Adobe Target for content personalization, and a non-Adobe Ad server.

Which integration approach is needed to meet these requirements?

A. Real-Time Server-to-Server Integrations
B. Pixels syncs to targeting systems
C. Real-time calls using People core service
D. Server-to-Server Batch Integrations

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Reference: https://www.adobe.com/content/dam/acom/au/marketing-cloud/playbook/Adobe-Audience-Manager.pdf (54)

QUESTION 14 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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 15
A company is using Adobe Analytics, Adobe Audience Manager, and Adobe Target and has implemented the Experience Cloud Visitor ID Service. The client wants to customize website content using Adobe Target, based on first-party data including time on site. The company has asked their architect whether they should push segments to Adobe Target from Adobe Analytics or from Audience Manager. What two requirements should the architect verify prior to making a recommendation? (Choose two.)

A. Whether they need to stop targeting users when they fall out of the segment
B. Tag management solution such as Adobe Launch deployed on the web property
C. Acceptable latency between when site visitors qualify for the segment and are targeted
D. Use cases the company has purchased from the Audience Marketplace
E. Onboarding approach for CRM data and number of attributes onboarded

Correct Answer: BE
Section: (none)
Explanation

Explanation/Reference:

QUESTION 16
A telecommunications company is celebrating its 50-year anniversary. It wants to serve a personalized experience to its customers based on how long they have been with the company. The company stores the long form data of their first contract.

How should an architect recommend incorporating this data into Audience Manager?

A. ▪ Extract the month and year from the CRM system
   ▪ Create a trait for number of years since initial contract date
B. ▪ Extract year and month from the CRM system
   ▪ Create a trait for each month (1-12) and each year and combine into a segment
C. ▪ Extract the year from the CRM system
   ▪ Create a trait for each 5 year range they have been a customer
D. ▪ Extract the year from the CRM system
   ▪ Create a trait for each calendar year that the company has been in business

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 17
Refer to the exhibit.

	A	B	C	D
1	Segment Name	Impressions	Click-Throughs	Orders
2	Segment 1	1,567,973	16,789	2,789
3	Segment 2	4,234,767	77,987	5,389
4	Segment 3	2,767,977	45,767	3,456

A client wants to understand how its Display Media optimization programs are performing by AAM Segment. The client wants to produce a report as outlined in Exhibit A.

What should an architect recommend the implementation team do to capture the data in the impressions column?

A. Capture the campaign code from the destinational URL.
B. Add a demdex media pixel to the ad's creative.
C. Capture the referring domain of the click-through event.
D. Use server-side forwarding to capture the impressions.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 18
A retailer wants to re-target new site visitors on partner sites through a Demand Side Platform (DSP) to increase ad targeting effectiveness.

Which approach should the retailer select?

A. In Audience Manager, ingest third-party segment data targeted to convertersCreate an on-site
   campaign that offers converters targeted messages and offers Track performance with Audience
   Manager reports
B. Import partner data segments, combine them with their own, and personalize on-site experienceShare
   audience segments to email marketing initiatives
C. Run Audience Manager look-alike model to identify unqualified audience members in that
   segmentTarget those segments through on-site personalization and DSP
D. In Audience Manager, create "No Conversion" segment
   Add rule to exclude recent converters
   Create special offer display-ads and subsequent on-site personalization

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 19
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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 20

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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 21 A high-tech client that caters to privacy-conscious customers reports that 70% of their website visitors use Ad Blocking software. The client still wants to serve personalized messaging to visitors on www.mysite.com using AAM segments.

Which option should an architect implement to meet this requirement?

A. Cname the demdex.net domain to demdex.mysite.com
B. Create a Profile Merge Rule using "No Authentication Profile"
C. Post a message requesting visitors to disable ad blocking software
D. Enable first-party Adobe Analytics domain and server-side forwarding

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 22
A credit card company monetizes their audiences by offering ad inventory to airlines, hotels, and rental car agencies. The company wants to obtain third-party data to enrich their audiences. The architect needs to help evaluate AAM data partners based on a description of their current segment offerings.

Which data partner's segment should the architect recommend?

A. Regional segments with coverage for many countries including the US, UK, Spain, Italy, Germany, and France
B. Propensity segments based on predictive visitors to global cultural Points of Interests (POIs) as well as demographic and geolocation segments at massive scaleC. Industry segments with coverage for financial services, health, media, and political
D. Derived segments from machine learning innovation to bring the depth and breadth of consumer insight to directly impact the full spectrum of marketing research and business objectives

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 23
An e-commerce client needs to personalize customer experience on its website. The client plans to use Audience Manager for audience development and activation across website, email, and display media platforms.

The client has made the following investments and cannot make any more technology investments in the next 2 to 3 years:

▪ Adobe Audience Manager
▪ In-house developed Content Management System (CMS)
▪ In-house developed Site Personalization platform that supports API-based integration
▪ Adobe Campaign
▪ Adobe Advertising Cloud ▪
Adobe Analytics

What should a solution architect recommend to this client for experience personalization on the website?

A. Integrate Advertising Cloud with Audience Manager using out-of-the-box integration
B. Integrate Data Management Platform that integrates with client's existing website CMS and Personalization platform
C. Integrate the in-house developed Site Personalization platform using Adobe Campaign APIs
D. Integrate the in-house developed Site Personalization platform using Audience Manager APIs

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 24
A client implements Search and Display media partners' remarketing pixels on its website to re-target site visitors with product offerings.

▪ None of these media partners currently have integration with the Audience Manager.
▪ The client has implemented Audience Manager as its DMP solution to create richer target audience segments using the data points enabled from other data sources including the client's CRM system, media, site behavior, third-party data services, and email programs.
▪ The client wants to leverage these richer data sets to enhance the efficiency of the remarketing programs.

Which approach should an architect recommend to activate the audiences from Audience Manager into the platforms of these media partners for targeting?

A. Share audiences via server-to-server destination
B. Leverage Customer Data Feed to share audiences with the media partners
C. Implement the media partners' remarketing pixel on more webpages
D. Share audiences via URL type destination

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 25
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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 26
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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 27
What is the minimum required information in the file name for audiences onboarded from the CRM system?

A. ftp, dpm, DPID, DPID_TARGET_DATA_OWNER, TIMESTAMP, .sync/.overwrite, SPLIT_NUMBER, gz
B. ftp, dpm, DPID, TIMESTAMP, .sync/.overwrite
C. ftp, DPID, TIMESTAMP, .sync/.overwrite
D. ftp, DPID_TARGET_DATA_OWNER, TIMESTAMP, .sync/.overwrite

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 28
A travel company wants to serve a unique website experience on the first page when a Platinum Member returns to the site.

▪ The travel company does not have Adobe Analytics.
▪ The travel company is not using Adobe Target.
▪ The travel company is using a proprietary Site Personalization Platform.
▪ AAM has a Cookie Based integration with the Site Personalization Platform.
▪ The DIL code is located in the body.
▪ The Site Personalization code is located in the header.

What should the architect recommend to enable this use case?

A. Place the Site Personalization code in the body and below the DIL code
B. Place the Site Personalization code and the DIL code in the footer
C. Place an AAM API call above the Site Personalization code and DIL code
D. Place an AAM API call in between the Site Personalization code and the DIL code

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 29
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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 30 A company wants to remove specific customers from a single trait using an onboarded batch file.

What prefix and file type should an architect use to accomplish this goal?

A. d_unsegment and a .sync file
B. d_unsid and a .overwrite file
C. d_unsegment and a .overwrite file
D. d_unsid and a .sync file

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.adobe.com/content/help/en/audience-manager/user-guide/implementation-integration-guides/sending-audience-data/batch-data-transfer-process/inbound-file-contents.html

QUESTION 31
A large automobile manufacturer needs to enhance their optimization efforts by using data from one of their insurance partners. The manufacturer needs to match their make/model information with the insurance company's currently insured vehicle, location, and family size.

Which two options could the architect take to enable this relationship? (Choose two.)

A. Activate a data agreement through the Audience Manager Marketplace
B. Create a DSP destination in the automobile and insurance company's AAM instance to share this data
C. Use an impression pixel on the insurance company's website to pass site behavior back to the automobile manufacture
D. Privately exchange data with the insurance company via a Second Party agreement

E. Export the automobile manufacturer's model and safety information for use with the insurance company

Correct Answer: BC
Section: (none)
Explanation

Explanation/Reference:

QUESTION 32
An Adobe Target client recently acquired Audience Manager to manage and activate its audiences in the targeting platforms including Adobe Target. The client is planning to implement Experience Cloud ID service in the next 6 months. The client would like to share the audiences with Adobe Target for an onsite promotion program planned to launch next month.

Which recommendation should an architect make to the client?

A. Suggest sharing audiences via Customer Data Feed
B. Suggest sharing audiences via Profiles & Audiences
C. Suggest sharing audiences via Server to Server type destination
D. Suggest sharing audiences via Cookie type destination

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://experienceleaguecommunities.adobe.com/t5/Adobe-Audience-Manager-Questions/Audience-Segments-from-AAM-to-Adobe-Target-AMO-and-Adobe/qaq-p/235745

QUESTION 33
A client recently enabled the Audience Analytics functionality between Adobe Analytics and Adobe Audience Manager. The client recently mapped several segments from Audience Manager to Analytics, and one segment does not show any population in Analytics.

The client provides the following information:

4. Experience Cloud ID service is implemented.
5. The segments use offline propensity model traits.
6. The correct Report Suite has been selected in the Analytics destination.

Which item should the architect confirm to begin troubleshooting?

A. Server-side forwarding is enabled.
B. The segment has a real-time population.
C. ID syncs are enabled.
D. The segment uses a Device Graph merge rule.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 34
A client wants to do off-site media suppression across all of a user's devices for users who have logged in to the mobile app and enabled email notifications. Currently, email notifications can only be enabled through the client's website in the My Account section.

Which Profile Merge rule should the architect select to meet these requirements?

A. Current Authenticated + No Device
B. Last Authenticated + Current Device

C. Current Authenticated + Profile Link

D. No Authenticated + Adobe Co-op

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Reference: https://www.pedromonjo.com/2019/10/profile-merge-rules-configuration/

QUESTION 35 A telecommunications company wants to target its current DSL/Broadband customers with an advertisement to upgrade to a new FiberOptics product. The attributes in their CRM system are as follows:

▪ Customer Zip Code
▪ Household Size – 1; 2-4; 5
▪ Zip Code is Fiber Eligible: Yes; No
▪ Current Product – DSL; Broadband; Fiber
▪ Paperless Billing – Yes; No
▪ Internet Speed – 10 mbps; 25 mbps; 50 mbps; 100+ mbps

How should an architect recommend using these data points?

A. Target current DSL/Broadband Customers and Zip Code is Fiber Eligible; Suppress Current Fiber Customers

B. Target current DSL/Broadband Customers and Zip Code is Fiber Eligible

C. Target Zip Code is Fiber Eligible; Suppress Current Fiber Customers

D. Target current DSL/Broadband Customer and Zip Code is Fiber Eligible; Target Third-Party GeoLocation Data

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 36

A marketing specialist for a hotel company is designing an email campaign in Adobe Campaign to increase loyalty among its occasional hotel visitors. The specialist has access to all of the company's audiences from AAM, but has a limited budget. The specialist does not want to annoy customers who are unlikely to find this promotion compelling or do not qualify.

The campaign will award customers a free weekend night for use on a future trip if they have booked three weekday nights.

Which traits should be used to meet these requirements?

A. resort_stays > 5 AND memebership_level=platinum

B. resort_stays > 2 OR visited_hotel_page= true

C. business_stays > 3 OR leisure_stays > 5

D. business_stays > 10 AND can_email_flag=false

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 37

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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 38 A new Adobe Analytics and Adobe Audience Manager client wants to use offline purchase history for analytics, site personalization, and offsite display advertising. The client has completed the following as part of their implementation:

1. Experience Cloud ID Service
2. Analytics appMeasurement library with AAM Module
3. An automated Customer Attributes feed into Adobe Analytics with all CRM data
4. Audience Manager destination integrations for site personalization and offsite display advertising

The client's implementation resources have been assigned to another project. No adjustments can be made to the current implementation.

What should the architect recommend to meet this goal?

A. Create segments in Analytics and send to AAM via Shared Audiences
B. Enable Analytics Server-Side Forwarding to AAM
C. Create segments in AAM based on real-time event, prop, and eVar data
D. Import the relevant AAM segments into Analytics Workplace

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 39
A large bank wants to develop the taxonomy to manage its assets in the Audience Manager given the following criteria:

▪ Collects site activity data from multiple websites set up for a respective Line of Business (LOB)
▪ Has extensive data available in the 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

What should an architect recommend to meet these requirements?

A. Create one folder for each LOB and store all Traits in a single folder by LOB so that Traits are easier to search
B. Create a separate parent folder for each data source under all Traits, and child-folders to represent the LOB
C. Create a single folder and store all Traits together irrespective of the LOB for the ease of managementD. Create a separate folder for each trait so that each Trait is stored separately

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 40

A client is using Adobe Target to serve personalized Adobe Experience Manager (AEM) content to specific AAM segments. After launching the Target campaign, the client sees unusual behavior with the test. The client provides the following information:

▪ Website visitors are qualifying for segments based on first-party CRM data
▪ They are not qualifying based on real-time site behavior
▪ The Target test is properly configured to use the correct audiences

Which client-side tool should an architect recommend using to debug Target activity qualification based on AAM segments?

A. Experience Cloud Debugger
B. Target Mbox Debug
C. AAM Visitor Profile Viewer
D. AEM Content Services

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://blogs.perficientdigital.com/2018/08/21/client-side-testing-with-the-experience-cloud-debugger/

QUESTION 41
A company wants to onboard single campaign lists to the same data source each month to re-engage with their current customer. The company wants to ensure that the customer can be a part of multiple campaigns.

Which file type should an architect recommend to meet the requirements?

A. .split
B. .csv
C. .overwrite
D. .sync

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 42
A travel site plans to quickly re-target its customers who bought airline tickets with rental car offers. The company needs to leverage Adobe Audience Manager to send qualified segment data from the ticket purchasing site to its media targeting platforms to send offers where there is not a standard pre-existing integration.

Which approach should an architect recommend to meet these requirements?

A. Contact Adobe consultant to transfer data
B. Extract and upload to SFTP approach
C. Server-to-Server Destination approach
D. URL Type Destination approach

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 43
After successfully identifying their top-performing segments, a company wants to extend their reach by acquiring new prospects likely to convert.

Which two Audience Manager features should the architect recommend to meet these requirements? (Choose two.)

A. Algorithmic Modeling
B. Instant Cross-Device Suppression
C. Audience Marketplace
D. Audience Lab
E. Profile Linking

Correct Answer: AC
Section: (none)
Explanation

Explanation/Reference:

QUESTION 44
An architect is using network debugger tools to verify that the Experience Cloud Visitor ID Service has been correctly deployed to a client's website. The architect wants to filter the network traffic to isolate the call from the Experience Cloud Visitor ID Service to   request a visitor ID for this standard implementation.

Which filter should the architect apply?

A. dpm
B. event
C. dest
D. b/ss

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.adobe.com/content/help/en/id-service/using/implementation-guides/test-verify.html

QUESTION 45 A mobile audio streaming service tracks the listening habits of its users via an analytics platform. It wants to enrich that data with third-party demographics data to better understand the users who use its platform.

Which approach should an architect select to meet the requirements?

A. Include a login in the application, and share email and location with demographic data scraping company
B. Include a login in the application and onboard third-party data via an onboarding partner
C. Share customer name and listening habits with media company partners and request customer demographicsD. Share customer email and preferences with record companies and request related demographics

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 46
A client wants to send audience segments to a search partner via a URL Type Destination. The client wants to use the same base URL for sharing all audience segments with the search partner so that the client Audience Manager team will not be required to add the search partner's URL each time a new segment needs to be shared.

Which configuration setting should an architect recommend to the client besides Name and Description?

A. Type Cookie, Data Export Label, Serialize Enabled, Base URL, Secure URL, Delimiter
B. Type URL, Auto-fill Destination Mapping Enabled, Base URL, Secure URL, Delimiter
C. Type URL, Serialize Enabled, Base URL, Secure URL, Delimiter
D. Type Cookie, Serialize Enabled, Base URL, Secure URL, Delimiter

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 47
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
C. URL Redirects
D. Google Publisher Tag Destination

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 48
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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 49 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 50
A media client wants to increase returning customers. The client currently tracks and understands its visitors' web behavior using Google Analytics and maintains customer 360 data on offline CRM. It plans to use Adobe Audience Manager to create segments and re-target on email using Adobe Campaign marketing automation.

Which onboarding approach should the architect recommend?

A. Onboard Google Analytics data into Adobe Audience Manager using server-side forwarding
B. Onboard Google Analytics data into Adobe Audience Manager using CSV files
C. Onboard offline CRM data into Adobe Audience Manager using client-side DIL
D. Onboard Google Analytics data into Adobe Audience Manager using client-side DIL

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 51
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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 52
A company recently implemented Adobe Analytics and needs to enable server-side forwarding to integrate with Adobe Audience Manager. The architect has checked the debugging tool to verify that server-side forwarding is ready to be enabled.

d_cid_ic=31a3da-87g71ma-69f0d2
d_mid= d_nsid=0 d_jsonv=1

The server-side forwarding is not ready to be enabled.

What is causing this issue?

A. Experience Cloud ID Service is not set up
B. Customer ID is not present
C. d_nsid should be 1
D. d_cid_ic is not returning a hashed value
Correct Answer: A

Explanation/Reference:

QUESTION 53 What is contained in a Customer Data Feed
(CDF) export file?

A. Event Time, Request Parameters, and DPID captured by an event call
B. Only User IDs and segments IDs captured by an event call
C. Only user IDs, trait IDs, and segment IDs captured by an event call
D. User, trait, and segment IDs and all parameters captured by an event call

Correct Answer: C
Section: (none)
Explanation
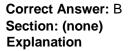
Explanation/Reference:
Reference: https://www.adobe.com/analytics/audience-manager/customer-data-feeds.html

QUESTION 54
A banking client wants to use Audience Manager segments for an upcoming site-personalization campaign. The campaign is promoting exclusive credit card upsell opportunities for a group of high value customers. Prospects and unqualified customers must not see this messaging.

Which Profile Merge Rule should an architect recommend to meet these requirements?

A. Current Authenticated + Current Device
B. Current Authenticated + No Device
C. Last Authenticated + Profile Link
D. Last Authenticated + Adobe Co-op

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.adobe.com/content/help/en/audience-manager/user-guide/features/profile-merge-rules/merge-rule-targeting-options.html

QUESTION 55
A client ingests a Customer Data Feed (CDF) export log daily into an offline analytics data platform to develop advanced reporting and analytics capabilities.

The IT team has ensured that the CDF log is processed and ingested in the analytics platform successfully and accurately daily.

The Analytics Team built a trends report using various combinations of the fields available in the CDF log shown to understand that user level behavioral activity across digital marketing channels:

▪ EventTime
▪ Device
▪ Realized Traits
▪ Realized Segments
▪ All Traits
▪ All Segments
▪ MCDevice
▪ Container ID
▪ IP Data Type

The trends report shows a zero user count for all reports since last week.

What should be confirmed to resolve this issue?

A. The Realized Segments data has been received from Audience Manager.
B. The Container ID is always present in the CDF log received from Audience Manager.
C. The IP Data Type is disabled in the CDF log received from Audience Manager.
D. The device is present in the CDF log received from Audience Manager.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 56
A marketer at a mobile phone company notices that subscriber promotions are driving increased site traffic without increasing sales. The promotion is intended to drive existing customers to upgrade their devices and sign onto a new contract term. The marketer believes that most customers need to see the offer more than once to spur an upgrade. The marketer wants to craft an online campaign to accomplish this goal.

The company has invested in Adobe Analytics and Audience Manager, and onboards its CRM and Media data into AAM.

Which three traits are required to create a re-targeting audience that meets the requirements? (Choose three.)

A. Last purchase date
B. Device type
C. Membership level
D. Email Permission
E. Cart abandon
F. Visited product page

Correct Answer: ADF
Section: (none)
Explanation

Explanation/Reference:

QUESTION 57
A travel company plans to show different product banners to website visitors based on their lifestyle, browsing behavior, and average spending per year.

Which top-level trait folders should an architect recommend?

A. Flights, Hotels, Car Rentals
B. Adobe Target, Cross-Channel Messaging Tool, Ad Server
C. Sports Enthusiast, Cart Abandoner, High Spending Customer
D. Third party, Analytics, CRM

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 58 Which three elements are part of the Customer Data Feed?
(Choose three.)

A. Geo-Code
B. Unrealized Traits
C. Device

D. IP Address
E. Event Time
F. GCDevice

Correct Answer: CDE
Section: (none)
Explanation

Explanation/Reference:

QUESTION 59
A client leverages Audience Manager and Target. The client wants to use AAM segments to drive their personalization and optimization efforts using Adobe Target in the most efficient way possible. The client recently completed their implementation but does not see any segments in Target.

The client's Experience Cloud ID service implementation and Target implementation have been validated. Both library versions are up to date.

Which implementation component is the client missing?

A. Adobe Target Mbox
B. Server-side forwarding
C. Experience Cloud Shared Audiences
D. Audience Manager Declared ID

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Reference: https://helpx.adobe.com/marketing-cloud/how-to/target-aam.html

QUESTION 60
An architect is evaluating a company's business requirements against its marketing technology investment. The architect notes that the company has integrated Adobe Analytics and Adobe Target but that they are not currently leveraging Adobe Audience Manager (AAM).

Which three business requirements suggest a need for AAM? (Choose three.)

A. Sharing audiences across the Experience Cloud
B. Promoting personalized content on the same hit
C. Managing user fatigue with frequency capping
D. Tracking user behavior on the company's web properties
E. Incorporating CRM data with hundreds of attributes
F. Enriching first party data with third party demographics

Correct Answer: ABC
Section: (none)
Explanation

Explanation/Reference:

QUESTION 61
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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 62
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
Section: (none)
Explanation

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

QUESTION 63
Refer to the exhibit.

	A	B	C	D	E	F
1	name	dataSourceId	folderId	traitRule	traitType	Response
2	Banking_Savings Account_Customer = Yes	432123	231212	savings="yes"	ON_BOARDED_TRAIT	bad request

The AAM API tool being used is reporting a "Bad Request" response when trying to do a bulk upload of new traits. The architect has validated that the Data Source ID and Folder ID is correct.

What is the cause of the bad request response?

A. The trait rule should be savings= = "yes".
B. API calls do not allow the use of _ as a character in the trait name.
C. Onboarded traits cannot be created through an API tool.
D. The trait rule should be "savings"="yes".

Correct Answer: D
Section: (none)
Explanation

QUESTION 64

An electronics company wants to re-target users that have abandoned cart for their newest SmartWacth. The analytics team has determined that the users coming from a specific media partner convert at a very high percentage after viewing or clicking on an impression for this particular product. The electronics company wants to ensure that their media partner is able to serve an impression as soon as a visitor qualifies for the "Abandoned Cart" segment on their website.

Which option should the architect recommend to accomplish this goal?

A. Share the audience through a second party marketplace agreement
B. Share the audience through a URL Destination
C. Share the audience through a Server-to-Server destination
D. Share the audience directly from Adobe Analytics

Correct Answer: D
Section: (none)
Explanation

QUESTION 65

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
Section: (none)
Explanation

QUESTION 66 A customer wants an extract of their segment rules to
perform an audit.

Which API method should the architect use?

A. POST /segments/estimate-30-day-size
B. GET /segments
C. POST /segments
D. GET /segments/rules
E. GET /segments/limits
F. POST /segments/rules

Correct Answer: B
Section: (none)
Explanation

QUESTION 67
A subscription services client has a goal for the new year to decrease customer churn by identifying at-risk customers online and presenting special offers to those customers. If a customer falls into any two of the categories below, the client considers them a high risk of churn:

▪ The customer has called into Customer Service 3 or more times within the last 30 days.
▪ The customer is within 2 months of the end of their subscription agreement.
▪ The customer last left an online rating feedback of 3 or lower based on a 5-point scale. ▪
The customer is within the first 30 days of signing up for service.

The client would like to use AAM to identify these high-risk churn customers throughout its digital ecosystem.

Which option should an architect implement?

A. Segment based on customer CRM call-in/subscription data and Adobe Analytics for ratings data
B. Segment using an onsite media pixel for ratings data and customer CRM call-in/subscription data
C. Segment based on real-time data passed from Adobe Analytics
D. Segment based on first-party data upload from the client's CRM system

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 68 A client licenses the
following tools:

▪ Adobe Analytics for web analytics
▪ Audience Manager for audience management and activation
▪ Adobe Campaign for email campaign management
▪ Adobe Competitor's platform for website personalization

The competitor's platform supports the API-based integration with Audience Manager. The client wants to send the audiences from Audience Manager to the competitor's platform.

Which two actions are required to establish the integration successfully? (Choose two.)

A. Ensure API calls to AAM includes ".../ibs?d_stuff=1&d_dst=1&d_rtbd=json&d_cb=[callback_function]"
B. Set up URL Type destination in Audience Manager
C. Set up Cookie Type destination in Audience Manager
D. Ensure API calls to AAM includes ".../event?d_stuff=1&d_dst=1&d_rtbd=json&d_cb=[callback_function]"E. Set up Server to Server Type destination in Audience Manger

Correct Answer: BE
Section: (none)
Explanation

Explanation/Reference:

QUESTION 69 Which statement represents the steps for generating a Customer
Data Feed (CDF)?

A. Architect can begin self-service set up using a secure, customer-specific Amazon S3 bucket to start CDF file delivery
B. Audience Manager generates CDF files hourly and stores them in a secure, customer-specific Amazon S3 bucket
C. Architect can begin self-service set up using a secure, customer-specific on-premise file location to start CDF file delivery
D. Audience Manager generates CDF files daily and stores them in a secure, customer-specific on-premise location

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.adobe.com/content/help/en/audience-manager/user-guide/features/cdf-files.html

QUESTION 70
A telecommunications company has created an analytics segment to tract visitors that click the "I'm Interested" button (Prop13). The company wants to immediately re-target this user with displays ads on multiple DSPs. The company has Adobe Analytics, and server-side forwarding is enabled.

Which option should an architect select to meet the requirements?

A. Map the Prop 13 Adobe Analytics segment directly to the DSP Destinations
B. Share the "Prop 13" segment in Adobe Analytics with AAM, Map to the DSP destinations in AAM
C. Create a trait in AAM to capture "Prop 13", Build as a segment, Map to the DSP destinationsD. Onboard visitors that clicked the "I'm Interested" button through Natural Match

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 71
A financial industry sector company has selected Adobe Audience Manager (AAM) as its preferred Data Management Platform (DMP) solution and Adobe Target for the website visitors' experience management and testing. The company is not using any other Adobe product suite tools.

Which approach should an architect recommend for the data collection?

A. Server-side forwarding due to the low server calls
B. Ingest web-server data log
C. Client-side AAM DIL code implementation
D. Creation and deployment of unique AAM tracking pixel for each webpage

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 72 A customer wants to update a rule logic for a specific
trait using APIs.

Which method(s) should the architect use?

A. POST /segments/validate
B. PUT /traits/{sid} POST /traits/validate
C. PUT /segments/{sid} POST /segments/validate
D. POST /traits/validate

Correct Answer: D
Section: (none)
Explanation
Explanation/Reference:

QUESTION 73
A company is interested in providing customers with incentives to try its store branded products instead of name branded products. Through a loyalty program, customers share their purchase information with the company and are rewarded with loyalty points.

Which two data points are necessary to meet the requirements? (Choose two.)

A. Household size
B. Price data
C. Zip codes
D. Product Categories
E. Rewards ID

Correct Answer: BD
Section: (none)
Explanation

Explanation/Reference:

QUESTION 74
A client wants to re-target their site visitors with an off-site display ad. Internal analysis shows that a customer returns to the site on average once every 90 days. However, users are being removed from the "Site Visit" trait qualification every 60 days in AAM.

What should an architect recommend to the client to solve the problem?

A. Implement server-side forwarding of the UUID
B. Set the frequency cap for all segments to be greater than 60 days
C. Reset the Audience Manager Module within the appMeasurement library
D. Increase the Time to Live (TTL) expiration value

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 75
During online data collection, an event call captures geographic location as a key-value pair "dcs_region":region ID parameter returned in a larger body of JSON data.

How are the parameters being passed?

A. Directly to Data Collection Servers using APIs or data collection code
B. Indirectly to Profile Cache Servers using UI controls
C. Indirectly to Data Collection Servers using UI controls
D. Directly to Profile Cache Servers using APIs or data collection code

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Reference: https://docs.adobe.com/content/help/en/audience-manager/user-guide/reference/system-components/components-data-collection.html

QUESTION 76
A media company acquires a new magazine for its portfolio. It suspects that many of its subscribers are also subscribed to its new magazine holding. As a general policy, all print subscribers are granted access to the digital editions of all publications.

The media company wants to begin targeting ads to as many of the new magazine's subscribers as possible.

What approach should an architect take to meet the requirements?

A. Onboard the acquired magazine's CRM data via a matching partner
B. Add the media company's marketing pixel to the magazine's website
C. Onboard the media company's CRM data via a matching partner
D. Reconcile the two CRM databases offline and onboard via a matching partner

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 77
A client has a no authentication capability enabled on their website. The company has started implementing the Adobe Product suite tools including Audience Manager, Analytics, Target and Campaign. It plans to use Adobe Campaign for managing the email marketing programs and share email response data with Audience Manager.

Which ID recommendation should an architect make for audience sharing between Campaign and Audience Manager?

A. Use Experience Cloud ID
B. Use Declared ID captured in Audience Manager
C. Use Profile ID present in Campaign
D. Use Audience Manager UUID

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 78
A company is not seeing Traits populate after onboarding its CRM data into Adobe Audience Manager. The architect has recommended the Onboarding Status Report to assist with the troubleshooting process.

What are two prerequisites to view rejected records in the Onboarding Status Report? (Choose two.)

A. Enable file error sampling
B. Replace FTP endpoint with S3
C. Activate Tableau
D. Obtain Administrator privileges
E. Enable Role-Based Access Control

Correct Answer: DE
Section: (none)
Explanation

Explanation/Reference:

QUESTION 79 Which two features must be implemented for server-side forwarding? (Choose two.)

A. Visitor ID Service
B. Audience Management Module
C. Asynchronous Destination IFrame

D. DIL.create function

E. Declared ID synchronization

Correct Answer: AB
Section: (none)
Explanation

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

QUESTION 80
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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 81 A client wants to display personalized marketing offers to customers who have logged in at least once within the past 60 days. The client needs to display these offers throughout their website even if the customer is not currently logged in.

Which option should an architect recommend to the client?

A. Last Authenticated Profiles + No Device Profile
B. Current Authenticated Profile + No Device Profile
C. Current Authenticated Profile + Profile Link Device Graph
D. Last Authenticated Profiles + Profile Link Device Graph

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference: