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Adobe Audience Manager Architect Exam

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DEMO
VERSION (LIMITED CONTENT)

Questions
& Answers

Version: 8.0

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 data collection method, signal, and name of source of data

Answer: D

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. 2x2 image/gif
- B. asynchronous iframe
- C. "stuff"
- D. "SUCCESS"

Answer: C

Question: 3

A retail customer uses 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: C

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%}8dd_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: B

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: A

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)

Answer: C

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

Answer: A

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 v#
- 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

Answer: B

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