

**Question #:1**

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

**Answer: B D E**

**Question #:2**

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

**Answer: A**

**Question #:3**

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 destination 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.

**Answer: B**

#### Question #:4

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 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

**Answer: C**

#### Question #:5

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

**Answer: B**

#### Question #:6

A client plans to run a media program to target site visitors at a Demand Side 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/first event
- B. ...demdex.net/ibs
- C. ...demdex.net/event
- D. ...demdex.net/dest

**Answer: B**

#### Question #:7

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 membership\_level=platinum
- B. resort\_stays > 2 OR visited\_hotel\_page=true
- C. business\_stays > 3 OR leisure\_stays > 5
- D. business\_stays > 10 ANDcan\_email\_flag=false

**Answer: D**

**Question #:8**

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 File
- B. Ad Server Macros
- C. URL Redirects
- D. Google Publisher Tag Destination

**Answer: B**

**Question #:9**

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 demographics
- D. Share customer email and preferences with record companies and request related demographics

**Answer: D**

**Question #:10**

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