

**Boost up Your Certification Score**

# **Adobe**

## **AD0-E454**

### **Adobe Audience Manager Architect Master**



**For More Information – Visit link below:**

**<https://www.examsboost.com/>**

### **Product Version**

- ✓ Up to Date products, reliable and verified.
- ✓ Questions and Answers in PDF Format.

Visit us at: <https://www.examsboost.com/test/ad0-e454>

# Latest Version: 6.0

## Question: 1

To complement design architecture, which type of audience identity solution is essential?  
Response:

- A. Device-based tracking
- B. Identity graphs
- C. Random visitor IDs
- D. Non-specific user data

**Answer: B**

## Question: 2

The naming convention in AAM should be \_\_\_\_\_ to ensure it supports effective data retrieval.  
Response:

- A. inconsistent
- B. complex
- C. simple
- D. encrypted

**Answer: C**

## Question: 3

Which Adobe Audience Manager feature allows you to analyze the overlap between segments?  
Response:

- A. Segment Comparison Tool
- B. TraitStation
- C. SegmentBuilder
- D. Overlap Analysis

**Answer: D**

## Question: 4

Mapping \_\_\_\_\_ data to specific business use cases can significantly increase campaign relevance and effectiveness.

Response:

- A. outdated
- B. behavioral
- C. hypothetical
- D. excessive

**Answer: B**

### Question: 5

How does applying customer data policies in line with government regulations impact an organization's use of Audience Manager?

Response:

- A. It restricts the organization to use only basic features.
- B. It increases the risk of data breaches.
- C. It ensures compliance and enhances trust.
- D. It decreases the utility of the data.

**Answer: C**

### Question: 6

Why is it important for Audience Manager to have robust data governance capabilities?

Response:

- A. To decrease the overall security of the system
- B. To ensure data is handled according to global standards
- C. To ensure all data is accessible by external partners
- D. To avoid any form of data analysis

**Answer: B**

### Question: 7

What are the considerations for creating an algorithmic or predictive model in Audience Manager?  
(Choose Three)

Response:

- A. The accuracy of the data sources
- B. The specific algorithms to be used
- C. The time period for data collection
- D. The color preferences for model visualization
- E. The potential impact of the model on business outcomes

**Answer: A,B,E**

### Question: 8

In the context of GDPR, what is an essential practice for Audience Manager?

(Choose Two)

Response:

- A. Random data collection
- B. Right to data portability
- C. Right to be forgotten
- D. Permanent data storage

**Answer: B,C**

### Question: 9

When creating destinations in Audience Manager, which of the following should be avoided?

(Choose Two)

Response:

- A. Tailoring the destination to specific platform requirements
- B. Ensuring compliance with data export regulations
- C. Selecting destinations irrelevant to the data type
- D. Using secure data transmission methods

**Answer: A,D**

### Question: 10

Which report in AAM would you configure to assess the effectiveness of a new trait created for a marketing campaign?

Response:

- A. A report showing the trait's performance over time

- B. A report detailing the trait creator's qualifications
- C. A report focusing on the trait's color scheme
- D. A report comparing the trait to unrelated business metrics

**Answer: A**

# Thank You for Trying Our Product

For More Information – **Visit link below:**

**<https://www.examsboost.com/>**

15 USD Discount Coupon Code:

**G74JA8UF**

## FEATURES

- ✓ **90 Days Free Updates**
- ✓ **Money Back Pass Guarantee**
- ✓ **Instant Download or Email Attachment**
- ✓ **24/7 Live Chat Support**
- ✓ **PDF file could be used at any Platform**
- ✓ **50,000 Happy Customer**



Visit us at: <https://www.examsboost.com/test/ad0-e454>