



Adobe

AD0-E458 Exam

Adobe Audience Manager Business Practitioner Professional

Exam Latest Version: 6.0

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Question 1. (Multi Select)

Examine the following scenario for segment activation using first-party data:

(Choose Two)

Response:

A: A retailer using purchase history to recommend products.

B: A service provider using geographical data to send localized offers.

C: A B2B company using only third-party demographic data for prospecting.

D: A marketing firm using non-consent based cookies for re-targeting.

Correct Answer: A, B

Question 2. (Single Select)

What is the benefit of using a DMP in segment creation?

Response:

A: It exclusively stores third-party data

B: It replaces the need for a CRM system

C: It allows for the integration of diverse data sources

D: It is primarily used for offline data storage

Correct Answer: B

Question 3. (Single Select)

For what purpose might a business use Audience Marketplace to enhance audience segmentation?

Response:

A: To reduce the overall expenses on data management.

- B: To acquire specialized data sets that provide deeper insights into consumer behavior.
- C: To share proprietary data with other businesses for a fee.
- D: To phase out the use of organizational data.

Correct Answer: A

Question 4. (Multi Select)

Which scenarios demonstrate the use of Profile Merge correctly?

(Choose three)

Response:

- A: Creating separate profiles for each device type to enhance device-specific advertising.
- B: Merging online shopping data with offline purchase history for a complete purchase profile.
- C: Combining browsing history from a laptop and smartphone to create a comprehensive user profile.
- D: Linking sibling user accounts under a single household profile.
- E: Segregating user data into anonymous and known profiles for targeted campaigns.

Correct Answer: C, A, D

Question 5. (Single Select)

Given the following signals: "visited product page", "added item to cart", and "purchased item", which trait would be most appropriate to define a high-intent buyer?

Response:

- A: Users who purchased an item.
- B: Users who visited a product page more than once.
- C: Users who visited at least three product pages.
- D: Users who added an item to cart but did not purchase.

Correct Answer: C



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