DirectCertify

Unlock Your Potential, Certify Your Success

Adobe

AD0-E458 Exam

Adobe Audience Manager Business Practitioner Professional

Exam Latest Version: 6.0

DEMO Version

Full Version Features:

• 90 Days Free Updates

• 30 Days Money Back Guarantee

• Instant Download Once Purchased

• 24 Hours Live Chat Support

Full version is available at link below with affordable price.

https://www.directcertify.com/adobe/ad0-e458

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

Full version is available at link below with affordable price.

https://www.directcertify.com/adobe/ad0-e458

30% Discount Coupon Code: LimitedTime2025