

Adobe

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Adobe Audience Manager Architect Master

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- **Product Version**

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- A. outdated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

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- 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

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