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A. outdated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

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