



Vendor: Adobe

Exam Code: AD0-E458

Exam Name: Adobe Audience Manager Business
Practitioner Professional

Version: DEMO

QUESTION 1

What is the purpose of an evaluation period in Audience Marketplace?

Response:

- A. It lets a buyer analyze a data feed's overlap and value before committing to a paid subscription.
- B. It allows a seller to audit the buyer's first-party traits.
- C. It extends the trait TTL for onboarded data by 30 days.
- D. It suspends billing for all destinations during a campaign.

Answer: A

Explanation:

The evaluation period gives the buyer a time-boxed window to measure overlap with existing audiences and assess incremental reach before paying for the feed. It grants the seller no visibility into the buyer's data (B) and has no effect on trait expiration (C) or destination billing (D).

QUESTION 2

Which pricing models are commonly used for data feeds in Audience Marketplace? (Choose two)

Response:

- A. Cost per thousand impressions (CPM)
- B. Flat fee / cost per unique
- C. Cost per trait realization
- D. Cost per destination mapping

Answer: AB

Explanation:

Marketplace feeds are typically priced on a CPM basis tied to media delivery or as a flat fee/cost-per-unique arrangement based on the addressable users made available. Billing is not assessed per individual trait realization (C) or per destination mapping (D).

QUESTION 3

A practitioner must prevent a third-party data feed from being sent to a specific social platform destination. Which feature enforces this restriction?

Response:

- A. Data Export Controls (data export labels)
- B. Profile Merge Rules
- C. Segment TTL settings
- D. Trait storage settings

Answer: A

Explanation:

Data export controls apply labels to data sources and destinations so that restricted data is automatically blocked from non-compliant endpoints, enforcing contractual and privacy limits systematically rather than through manual discipline. Merge rules (B), TTL (C), and storage settings (D) do not govern where data may be exported.

QUESTION 4

Which of the following are valid uses of a Data Source in Audience Manager? (Choose three)

Response:

- A. Grouping traits and segments under a logical owner
- B. Enabling inbound data transfer from offline files
- C. Enabling outbound data transfer to a partner
- D. Defining the recency and frequency of a trait
- E. Scheduling the delivery of an Audience Optimization report

Answer: ABC

Explanation:

Data sources act as containers that establish ownership of traits and segments and carry the inbound/outbound transfer settings that permit batch ingestion and partner export. Recency and frequency are trait-level settings (D), and report scheduling is a reporting function (E).

QUESTION 5

What must be enabled on a data source so it can be used within a Profile Merge Rule as a cross-device data source?

Response:

- A. The "Inbound" data transfer option only
- B. The "Cross-Device" ID type with a person-based ID definition
- C. The "Outbound" data transfer option only
- D. The "Salt" option for hashed identifiers

Answer: B

Explanation:

A merge rule can only reference a data source that is configured as cross-device with a person-level identifier, because that is what allows multiple device profiles to be associated with one person. Inbound/outbound settings (A, C) control data transfer, and salting (D) concerns identifier hashing.

QUESTION 6

Which scenario best describes an onboarded trait?

Response:

- A. A trait created from real-time page signals collected by DIL.
- B. A trait populated from an offline CRM file delivered to Audience Manager via batch upload.
- C. A trait generated automatically by an algorithmic model.
- D. A trait created from an ad server's click-through pixel fired in real time.

Answer: B

Explanation:

Onboarded traits are populated through batch ingestion of offline data such as CRM records, loyalty files, or point-of-sale history. Options A and D describe rule-based traits fired from real-time signals, and option C describes an algorithmic trait.

QUESTION 7

Which statements about segment syndication are true? (Choose two)

Response:

- A. Segment membership is delivered to destinations either in real time or in scheduled batches.
- B. A segment must be mapped to a destination before its membership can be delivered.

- C. Segments are automatically syndicated to every destination in the account.
- D. Only algorithmic segments can be syndicated to server-to-server destinations.

Answer: AB

Explanation:

Delivery method depends on destination type and use case, supporting both real-time and batch patterns, and no data leaves Audience Manager until an explicit segment-to-destination mapping exists. Syndication is never automatic across all destinations (C), and segment type does not restrict server-to-server eligibility (D).

QUESTION 8

Which report provides advertisers with insight into which segments drove conversions across the campaign funnel?

Response:

- A. Audience Optimization Report for Advertisers
- B. Trait Graph Report
- C. Overlap Report
- D. Data Source Report

Answer: A

Explanation:

The advertiser-facing Audience Optimization reports connect audience membership to campaign outcomes such as impressions, clicks, and conversions, enabling the practitioner to identify which segments perform. The other reports address population trends, audience redundancy, and data source inventory respectively.

QUESTION 9

What information is delivered in Actionable Log Files?

Response:

- A. Aggregated monthly billing details for each destination.
- B. Raw, event-level log data enriched with trait and segment qualification information.
- C. A ranked list of the top overlapping third-party feeds.
- D. A daily snapshot of Profile Merge Rule configuration changes.

Answer: B

Explanation:

Actionable Log Files provide granular event-level records annotated with the traits and segments a user qualified for, allowing the organization to perform custom analysis in its own environment. They are not billing summaries (A), overlap rankings (C), or configuration audit logs (D).

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