Vendor: Adobe

Exam Code: AD0-E409

Exam Name: Adobe Target Architect Master

Version: DEMO

QUESTION 1
A company wants to ensure only approved campaigns go live in Adobe Target.
Which governance practice should they implement?

A. Enable user role permissions and define activity approvers.
B. Lock all activities to admin-level users.
C. Automate activity approvals using Profile Scripts.
D. Use analytics segments for campaign validation.

Answer: A

QUESTION 2
What steps are involved in setting up user roles in Adobe Target? (Select two)

A. Define user roles in Admin Console
B. Link users to A4T for analytics
C. Assign permissions for activities
D. Configure APIs for user onboarding

Answer: AC

QUESTION 3
Which format is required for email targeting with Adobe Target?

A. JSON Offers
B. HTML Offers
C. XML Data Feeds
D. CSV Files

Answer: B

QUESTION 4
Which features are critical for delivering personalized email campaigns? (Select two)

A. Dynamic content rendering
B. Profile attribute syncing
C. Target Recommendations
D. API-based content delivery

Answer: AB

QUESTION 5
A digital retail client wishes to show an Adobe Target Recommendations "Most Popular Products" component on their homepage. They wish to use the same data used for organic search product messaging, as well as automate the inclusion of the product data. The client also wants to have Adobe Analytics capture recommended product click-throughs from the web and the "Most Popular Products" component.
Which Adobe Target Recommendations feature should the architect recommend?

A. Manual upload of a CSV file
B. Import Experience Cloud Audiences
C. Google Product Feeds
D. Product Feed Sync

Answer: C

QUESTION 6
The eCommerce team wants to run an A/B test to promote the company email newsletter, but only to first time visitors who are not logged in and have not arrived at the website with an email campaign id.

- Analytics for Target (A4T) has been configured correctly.
- Adobe Analytics has a segment that meets these requirements.

The person setting up the Adobe Target Activity is unable to select Adobe Analytics as the reporting source.
The Adobe Target Architect has verified the user does belong to a group with access to both Analytics and Target.

To which other group should the user belong?

A. Enterprise User Permissions Group
B. Adobe Target Product Admin
C. Web Services Access Group in Adobe Analytics
D. Analytics Admin Permissions Group

Answer: C

QUESTION 7
An enterprise wants to provide personalized recommendations for visitors based on their previous browsing behavior.
Which configurations in Adobe Target are necessary to achieve this? (Select two)

A. Set up a Recommendations activity
B. Integrate with Adobe Experience Manager (AEM)
C. Leverage Analytics segments via A4T
D. Use behavioral data in mbox calls

Answer: AD

QUESTION 8
Which steps are crucial when debugging mbox errors? (Select two)

A. Ensure the pre-hiding snippet is working
B. Synchronize AEM and Target catalogs
C. Check mbox parameters in the debugger
D. Validate the session ID configuration

Answer: AC

QUESTION 9
A client has implemented Adobe Target on their e-commerce site. They observe inconsistent delivery of personalized experiences. After investigation, they discover that some users have blocked third-party cookies.
Which feature of Adobe Target can help mitigate this issue?

A. Server-side delivery
B. First-party mboxes
C. Analytics for Target (A4T)
D. Experience Cloud Audiences

Answer: B

QUESTION 10
What are the primary purposes of using mboxes in Adobe Target? (Select two)

A. To provide a container for presenting dynamic content
B. To track user activity for real-time personalization
C. To deploy third-party cookies for tracking
D. To integrate with analytics tools seamlessly

Answer: AB

QUESTION 11
An optimization team is struggling to manually update the image tags in the HTML code of the page and would prefer to use the Visual Experience Composer (VEC) to more easily swap images. Which two steps are required to ensure the marketing team can quickly swap the images? (Choose two.)

A. Share image folders from Adobe Experience Cloud Assets Core Service with Adobe Target.
B. Contact Adobe Customer Care to provision Image Offers.
C. Enable Image Offers in Adobe Target > Setup.
D. Contact Adobe Customer Care to request the Scene7 Account Configuration.
E. Upload image files to Adobe Experience Cloud Assets Core Service.

Answer: DE

QUESTION 12
A client has a multi-tenant Adobe Target setup, where each business unit has their Workspace and properties defined in Adobe Target.
What needs to be configured on a page before an activity can be applied to that page?

A. Target request (mbox) at_property parameter needs to be populated at a page level.
B. Target request (mbox) user.sessionId parameter needs to be populated at a page level.
C. Target request (mbox) profile parameter needs to be populated at a page level.
D. Target request (mbox) custom parameter needs to be populated with Activity ID.

Answer: A

QUESTION 13
A mobile app shows outdated offers even after enabling Adobe Target.
What is the most likely cause?

A. Incorrect mobile SDK configuration
B. The pre-hiding snippet is missing
C. The Target API is caching responses
D. The app uses server-side delivery

Answer: A

QUESTION 14
Which tool is used to debug mbox requests and responses in Adobe Target?

A. Adobe Debugger
B. Target Admin Console
C. Response Analyzer
D. Activity Composer

Answer: A

QUESTION 15
A retail company is planning to use Automated Personalization from Adobe Target to personalize content based on user visits.
What are two visit-based features that Automated Personalization supports? (Choose two.)

A. Mbox parameters
B. Experience Cloud Audiences
C. Rawbox implementations
D. Emails

Answer: AB

QUESTION 16
A client wishes to serve Adobe Target content to their mobile application. They prefer to manage the content using the Adobe Target UI and have the mobile application developers apply the necessary formatting/design within the application.
What should the Adobe Target Architect recommend?

A. Build JSON Offers within Adobe Target.
B. Add HTML offer using the Visual Experience Composer.
C. Expose Experience Fragments to the mobile application.
D. Use inline editing tools for mobile app development.

Answer: A

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