



Adobe Audience Manager Architect

Adobe Certified Expert Exam Guide

Exam number: AD0-E452

About Adobe Certified Expert (ACE) Exams

An Adobe Certified Expert demonstrates expertise in helping clients realize value in an Adobe solution.

Adobe's certification exams follow industry-accepted procedures to ensure validity and reliability. We work with industry experts to create our exams, which represent real-world requirements and objectives for the job roles we certify.

This guide is designed to provide the recommendations needed to prepare for your Adobe Certified Expert exam, and help you determine when you are ready to take the exam.

AAM Architect General Exam Information

- Exam name: AAM Architect Exam
- Exam number: AD0-E452
- Number of questions: 81
- Time limit: 135 minutes
- Format: multiple choice, multiple select
- Language offered: English
- Delivery: online proctored (requires camera access) or test center proctored
- Passing score: All Adobe exams are reported on a scale of 300 to 700. The passing score for each exam is 550. For more information about scaled scoring, visit the [FAQs](#).
- Exam price: \$180 (Ready to register, click [here](#).)

AAM Architect Exam Target Audience

- 2 years of experience with Audience Manager
- 3 or more years of experience with data management platforms
- Experience with digital marketing technology stacks and various platform integrations
- Understands clients' unique business requirements and can develop customized solutions

The AAM Architect Role

The AAM Architect should be able to perform the following tasks without any assistance:

- Guide the configuration of the Experience Cloud ID service and Audience Manager libraries
- Implement, validate and troubleshoot the integration with complimentary systems to Audience Manager (e.g., analytics, personalization, CRM and media systems)

- Develop actionable solutions with Audience Manager data exports (e.g., CDF and ID syncs)
- Understand identity and profile management
- Ingesting data from various sources (e.g., CRM, web and mobile)

AAM Architect Exam Topics

The tasks measured on the exam are grouped into the following domains:

Am I ready?

Yes No

	Yes	No
Architect Solutions		
<ul style="list-style-type: none"> • Given a scenario, determine attribute and behavioral data and map them to specific business use cases 		
<ul style="list-style-type: none"> • Given a scenario, assess existing customer digital marketing investments for data integration opportunities 		
<ul style="list-style-type: none"> • Given a scenario, recommend customer product strategies for audience and activation 		
<ul style="list-style-type: none"> • Define the process for data collection, processing and activation 		
<ul style="list-style-type: none"> • Configure a Profile Merge Rule for an identity management use case 		
<ul style="list-style-type: none"> • Integrate AAM with other Experience Cloud products 		
Implementation		
<ul style="list-style-type: none"> • Apply procedural concepts for choosing a data collection approach based on a client's marketing/advertising technology stack 		
<ul style="list-style-type: none"> • Configure and deploy data collection code 		
<ul style="list-style-type: none"> • Validate network traffic for AAM deployment on a client's web site 		
<ul style="list-style-type: none"> • Given a scenario, troubleshoot ECID, declared ID services and 3rd party ID sync integration using web developer console or related tools 		
<ul style="list-style-type: none"> • Outline appropriate APIs calls for given use cases 		
Incorporating Data into Audience Manager		
<ul style="list-style-type: none"> • Given a scenario, architect a full taxonomy based on client data points/use cases 		
<ul style="list-style-type: none"> • Given a scenario, develop an onboarding plan aligned with the business use cases 		
<ul style="list-style-type: none"> • Apply procedural concepts to integrate digital online data types 		
<ul style="list-style-type: none"> • Apply procedural concepts to onboard offline data types 		
Activation and Export		
<ul style="list-style-type: none"> • Given a scenario, determine the appropriate destination configuration parameters 		
<ul style="list-style-type: none"> • Given a scenario, architect data flows between Audience Manager and destinations 		
<ul style="list-style-type: none"> • Given customer's data analysis needs, identify appropriate data exports 		
<ul style="list-style-type: none"> • Given a scenario, analyze a dataset for data insights 		

Distribution of Content Covered on the Exam:

The questions on the exam are distributed as follows for each domain. (Note: each question carries the same weight and there is no partial credit for any question)

Domain	Percent of Exam
Architect Solutions	39%
Implementation	24%
Incorporating Data into Audience Manager	23%
Activation and Export	10%

How do I know if I am ready to take the exam?

Nothing can guarantee that you will pass your test, however; the more practical work experience you have and the more training you complete, the better your chances are to pass the test.

Since Adobe exams measure knowledge and skills for a specific job role, one of the best ways to prepare for the exam is to ensure you have the minimum work experience, as described in this guide.

What training is available to help me prepare for the exam?

Is training required?

You are not required to complete training before taking the exam; however, training can significantly increase your knowledge of and skills with Adobe Experience Manager. It is important to note that training alone will not provide you with the knowledge and skills required to pass an exam. Successful, on-the-job experience, is critical to providing you the knowledge needed to pass the exam.

Training for Adobe Partners

A variety of training and resources are available for Adobe Solution Partners. To access these resources, you will need to login to the [Solution Partner Portal](#) with your Adobe ID and visit the [Training landing page](#). From there you can select your solution of interest and access on-demand, instructor led, and onsite training options.

- On-demand Training: All Partners have access to on-demand training resources for sales, technical and delivery roles. This includes self-paced learning modules, eSeminar videos, quizzes, exams, and test outs to help measure comprehension - All at no cost!
- Virtual Instructor Led Training: Partners at the Business and above levels can access Virtual Instructor Led Training through the learning management system. These trainings are 100% subsidized.
- In-person Instructor Led Training: Partners also have access to training delivered through Adobe Digital Learning Services (ADLS). Adobe Digital Learning Services offers comprehensive, hands-on courses across all job roles. Learn from Adobe experts in a virtual classroom or live in-person at any Adobe training center globally. Courses come with a cost and Partners receive a discount (15-30%) based on their Partner level in the Solution Partner Program.
- On-site Training: Get your team up-to-speed quickly with on-site training where we can come to your location or you can bring your team to one of our training centers. Adobe Digital Learning Services offers flexible, convenient instructor-led training for teams virtually or in-person. Content can be customized to match your unique learning requirements.

Partners also have access to Certification Learner Journeys, Certification Paths, and free Certification Prep courses. Please visit the [Solution Partner Portal Certification page](#) to access these valuable resources.

Not registered for the Solution Partner Portal? Please follow [these instructions](#) to get registered.

How Do I Register for the Exam?

To register for the exam at a PSI testing center:

1. Visit Adobe's [credential management system](#) logon page. The logon requires that you have an Adobe ID. If you do not have an Adobe ID, click the link for "Get an Adobe ID"
 2. After logging on, if you have never taken an Adobe exam before, you will be instructed to create a Profile. After creating your Profile, you will be instructed to update your opt-in Settings..
 3. Once logged on, click "Home" then click "Schedule your exam at PSI."
 4. You will be directed to a new page within CertMetrics where you will click "Click here to log in to PSI."
 5. You will be taken to a page hosted by our exam delivery vendor, PSI, that displays the available exams
 6. Scroll through the list of available exams and press the "Schedule Exam" button for the exam you want to take.
 7. Select a delivery mode for your exam by choosing either "Test Center" or "Remote Online Proctored Exam."
 8. Select your exam language to see options for your exam.
 9. Select an available date and start time.
 10. Confirm schedule details to receive a booking confirmation.
 11. Proceed to payment.
 12. After payment is successful, you will receive an email confirmation your registration details and a receipt.
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Support

For information on certification visit the [Solution Partner Portal](#) website. To contact us, please send an email to [Certification Support](#).

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