

# Adobe Audience Manager Business Practitioner

## Adobe Certified Expert Exam Guide

*Exam number: AD0-E453*

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# Adobe Certified Expert (ACE) Exams

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An Adobe Certified Expert (ACE) has proven knowledge and experience to help clients optimize the value of their Adobe solution.

Adobe's certification exams are developed following industry-accepted standards 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 you with the recommendations you need as you prepare for the ACE exam, and to help you determine when you are ready to take the exam.

The content of this exam guide is subject to updates and changes. Please check for latest versions at [Adobe Certification](#).

## Audience Manager Exam Information

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- Exam name: Audience Manager Exam
- Exam number: AD0-E453
- Number of questions: 53
- Time limit: 110 minutes
- Format: Multiple choice, multiple select
- Language offered: English
- Delivery: Online proctored (requires camera access) or test-center proctored
- 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 [FAQ page](#).

## Intended Audience

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- Digital Marketing Specialist
- Marketing Technology Consultant
- Audience Strategist
- Behavioral Consultant
- Digital Marketing Analyst
- Marketing Data Analyst
- Data Platforms Manager

# The Audience Manager Business Practitioner Role

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At a minimum, the candidate seeking to become certified has:

- 1-2 years of experience in the field of marketing technology
- 3-6 months of experience with audience activation.
- The candidate has experience with Boolean logic, digital marketing jargon, data analytics and strategies.
- The candidate has knowledge of business objectives and KPIs, familiarity with digital marketing technology stacks and various platform integrations, and an understanding of data flows (ID types, ID syncs, pixel tracking)

The minimally qualified Audience Manager Business Practitioner should be familiar with the following tools and comfortable in the following environments:

## Technologies

- DSP Platform (Trade Desk, Double Click Bid Manager, etc.)
- Excel
- Tableau
- Ad Server (Double Click Campaign Manager)
- Adobe/Google Analytics
- Adobe Experience Platform

## Environments

- Small/Medium/Enterprise level business
- Digital Marketing
- Data and analytics

# Audience Manager Business Practitioner Exam Topics

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The domains validated in this exam include:

Section 1: Segment Creation and Syndication	25%
Section 2: Trait Creation	17%
Section 3: Reporting and Measurements	21%
Section 4: Troubleshooting and Administration	26%
Section 5: Taxonomy	11%

# How Do I Know if I'm Ready to Take the Exam?

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There are no guarantees that you will pass the test. However, taking note of the recommended training courses and the minimum tasks listed under the Audience Manager Business Practitioner role will help you determine if you are ready to take 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 have the minimum work experience, as described in this guide.

Domain and Objectives	Am I ready?
<b>Section 1: Segment Creation and Syndication</b>	
1.1 Determine the appropriate method to create segments utilizing 1p/2p/3p data for targeting and analytical purposes	
1.2 Given a scenario, recommend segments for activation that align to business or campaign goals	
1.3 Determine the appropriate method to syndicate segments to destinations for activation	
<b>Section 2: Trait Creation</b>	
2.1 Recommend traits for a given audience strategy	
2.2 Determine the correct method to create and update rule-based and/or onboarded traits	
<b>Section 3: Reporting and Measurements</b>	
3.1 Given a scenario, analyze reports to provide actionable next steps to meet business goals	
3.2 Given a scenario, analyze audience optimization	
<b>Section 4: Troubleshooting and Administration</b>	
4.1 Given a scenario, verify audience delivery information to ensure scheduled delivery needs	
4.2 Determine the appropriate practice to validate offline inbound files	
4.3 Given a scenario, determine the correct method to perform QA against the ID sync	
4.4 Determine the appropriate method to navigate and activate from the Adobe Audience Marketplace	
<b>Section 5: Taxonomy</b>	
5.1 Determine the appropriate structure to create traits and segments that utilize a clear and consistent nomenclature	
5.2 Determine the correct technique to maintain an organized platform using a clear folder structure	
5.3 Differentiate between the different types of destinations	

# What Resources are Available to Help Me Prepare for the Exam?

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

Recommended study materials:

- [Adobe Audience Manager Product Documentation](#)
- [Adobe Experience Cloud Learn and Support](#)
- [Adobe Support – Experience Cloud Audiences](#)
- [Adobe Experience League: Audience Manager](#)

## Online Sample Test Questions

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The Adobe Credential Program is piloting a new online sample test. There is no sign on needed, and it can be used multiple times. To access, click the link below.

[AD4-E453 Adobe Audience Manager Sample Test](#)

Using the sample test allows you to see the type and format of questions that you will encounter in the actual exam. Your results in the sample test are not stored, and does not predict your actual test results.

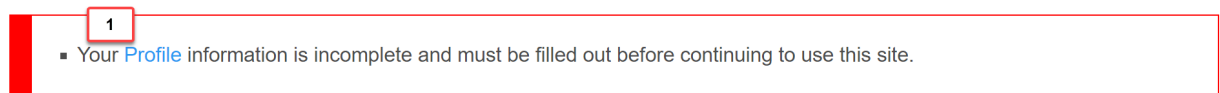
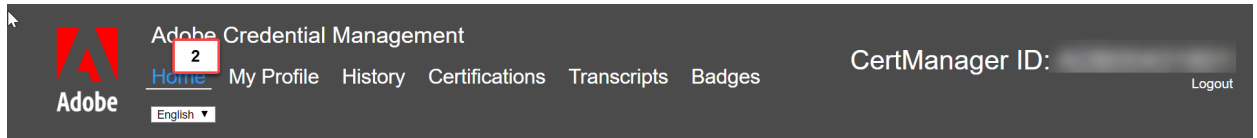
### Directions:

In the sample test,

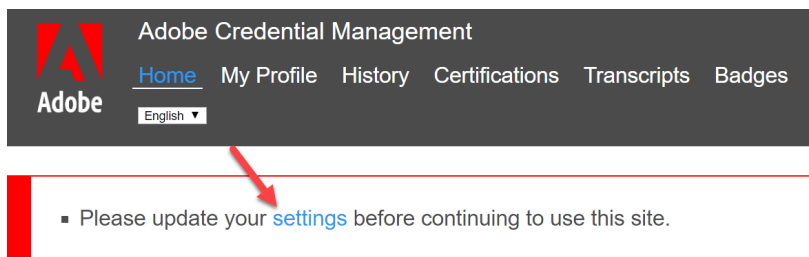
- Mark your answer in each question.
- Use the link “Send Comments for this Question” to provide additional/specific feedback.
- Click Next on the upper center portion of the screen to save your answer and move to the next question. You may return and revise your question within the specified time.
- At the last question, click Submit Exam to submit all your answers.
- Complete the short survey and provide feedback on this prototype. Click Submit.
- Click “Take Me to My Results” to view your sample test result details.

# How Do I Register for the Exam at PSI?

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 **Get an Adobe ID** link.
2. After logging on, if you have never taken an Adobe exam before, you will be instructed to create a Profile. Click the blue **Profile** link (1) in the message area or click **My Profile** (2) at the top of the page to open the My Profile page.



3. After creating your Profile, you will be instructed to update your opt-in Settings. Click the blue **Settings** link to configure your settings.



4. Once logged on, click **Home**, and then click **Schedule your exam at PSI**.
5. You will be directed to a new page within CertMetrics, where you will click **Click here to log in to PSI**.
6. You will be taken to a page hosted by our exam delivery vendor, PSI, that allows you to search for, display, and register for the available exams.
7. Click **Schedule Exam**.
8. Select the Delivery mode: **Test Center** or **Remote Online Proctored Exam** and then click **Continue**. A pop-up window appears, asking if you want PSI to know your location. Click **Allow** to have PSI use your location information or **Block** to search manually.
9. Scroll through the list of available exams and press **Schedule Exam** for the exam you want to take.
10. Select a delivery mode for your exam by choosing either **Test Center** or **Remote Online Proctored Exam**.
11. Select your exam language from the **Select Language** drop-down menu.

12. Click through the calendar to select an available date, which will show as a green. Once you've selected the date, available times appear in the right column. Select a start time.
13. Click **Continue** to display and confirm the schedule details. Once you have reviewed the details, click **Continue** to receive a booking confirmation and proceed to payment information.
14. The Payment window appears. Fill out all the required fields and click **Pay Now** to process your payment.
15. After the payment is processed, you will receive an email confirmation with your registration details and a receipt.

# Support

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

**Adobe Inc.**  
345 Park Avenue  
San Jose, CA 95110-2704 USA  
[www.adobe.com](http://www.adobe.com)  
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