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Exam : **AD0-E502**

Title : Adobe Advertising Cloud DSP
Business Practitioner
Professional

Vendor : Adobe

Version : DEMO

NO.1 When setting up Private Inventory for a campaign, which factors should be considered to ensure effectiveness?

Response:

- A.** Negotiating exclusivity where possible
- B.** Ensuring inventory relevance to the campaign's target audience
- C.** Selecting inventory based solely on cost
- D.** Regularly updating creative assets

Answer: A,B

NO.2 If a client's key performance indicator (KPI) is return on ad spend (ROAS), which campaign adjustment is most appropriate to improve results?

Response:

- A.** Increasing brand awareness through broader targeting
- B.** Focusing on high-converting audiences
- C.** Spreading the budget across multiple platforms
- D.** Increasing impressions regardless of the audience

Answer: B

NO.3 Custom reports can be tailored to include specific data points, such as _____.

Response:

- A.** errors
- B.** irrelevant data
- C.** key performance indicators
- D.** outdated metrics

Answer: C

NO.4 Effective campaign performance evaluation often requires _____ to understand long-term trends.

Response:

- A.** immediate reactions
- B.** historical analysis
- C.** guessing
- D.** short-term data

Answer: B

NO.5 What is a key procedural concept when optimizing a digital campaign?

Response:

- A.** Increasing spend regardless of results
- B.** Avoiding the use of analytics
- C.** Using the same creatives for all audiences
- D.** Adjusting bids based on performance data

Answer: D

NO.6 In the context of applying procedural concepts to troubleshoot a campaign setup, which approaches are effective?

Response:

- A.** Revising targeting parameters to increase relevance
- B.** Increasing budget allocation to underperforming ads
- C.** Regular review of campaign analytics
- D.** Ignoring early signs of campaign underperformance

Answer: A,C

NO.7 When duplicating a campaign, what must be edited to tailor the new campaign to a different audience segment?

Response:

- A.** The original campaign's budget
- B.** Targeting parameters
- C.** Previous campaign's ad creatives
- D.** All of the above

Answer: B

NO.8 For a campaign focused on customer acquisition, which report is most relevant?

Response:

- A.** Traffic source report
- B.** Conversion report
- C.** Bounce rate report
- D.** Pageviews report

Answer: B