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QUESTION & ANSWER



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**Exam : AD0-E502**

**Title :** Adobe Advertising DSP  
Business Practitioner  
Professional

**Version : DEMO**

1.Which metric would be least important when analyzing a brand awareness campaign?

- A. Impressions
- B. Clicks
- C. Reach
- D. Engagement rate

**Answer: B**

2.Which of the following is crucial when reading data within the platform to make campaign adjustments?

- A. Year-over-year trends
- B. Real-time data
- C. Historical benchmarks
- D. All of the above

**Answer: D**

3.When setting up Private Inventory for a campaign, which factors should be considered to ensure effectiveness?

- 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: AB**

4.Given a scenario where a campaign shows inconsistent data across different platforms, what should be the first course of action?

- A. Discontinue use of the least accurate platform
- B. Standardize data measurement criteria across platforms
- C. Focus only on the platform showing the best performance
- D. Increase advertising spend to test data accuracy further

**Answer: B**

5.In managing integrations with in-platform solutions, what is crucial for maintaining data integrity?

- A. Regular updates to integration protocols
- B. Using outdated software versions
- C. Limiting data access to all users
- D. Avoiding regular audits

**Answer: A**