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NEW QUESTION: 1

A marketer would like to create an Audience by ranking the existing set based on the loyalty points, and select the top 1000 profiles. The marketer would also like to enrich the audience with additional attributes like city and gender from a profile enabled record type dataset. The marketer wishes to accomplish all of this using Adobe Experience Platform. Which method should the marketer use to create an Audience to achieve this?

- A. Compose Audience
- B. Apply filters to create a "Ranked audience" using the dataset
- C. Import Audience
- D. Rule-based Audience

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 2

What are benefits of using Adobe RT-CDP's NoSQL data model for customer data? (Select two.)

- A. Real-time querying and processing capabilities.
- B. Automatic normalization of data into relational structures.
- C. Efficient handling of unstructured data.
- D. Predefined relationships between all datasets.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 3

What are key benefits of dynamic segmentation? (Select two.)

- A. Automatically updates based on real-time data.

- B. Enables low-latency activation.
- C. Requires manual reconfiguration for updates.
- D. Provides consistent, unchanging audience groups.

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 4

Which feature in Adobe RT-CDP is critical for enforcing data governance policies?

- A. Data Usage Labeling and Enforcement (DULE).
- B. Real-Time Data Streaming.
- C. Unified Profile Dashboard.
- D. Batch Processing Workflows.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 5

What is a critical step in composing a unified customer profile?

- A. Enabling datasets for profile use.
- B. Disabling deterministic identity resolution.
- C. Using static schemas for all data sources.
- D. Exporting profiles to an external identity graph.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 6

A company wants to analyze the audience they have created before they activate it to an upcoming Email campaign.

What is the recommended approach to extract this audience?

- A. Create a segment and configure a destination to extract the audience
- B. Extract the audience using a custom HTTP API
- C. Create a segment, run the segment export job, and share the audience through dataset export
- D. Create a query via data distiller and extract the resulting audience

Answer: A (LEAVE A REPLY)

NEW QUESTION: 7

Given the following schema field:

Schema Field: personEmail.address

Core Labels Applied: I1 and I2

Custom Labels Applied: CUSTOM_1 and CUSTOM_2

Assuming the Default Access Policy is enabled, what is the fewest amount of label(s) added to a user's role in order to access the above schema field?

- A. Add "I1 or I2 or CUSTOM_1 or CUSTOM_2" to the access role
- B. Add "I1 and CUSTOM_2" to the access role

- C. Add "I1 and I2" to the access role
- D. Add "I1 and I2" and "CUSTOM_1" to the access role

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 8

After going live with an Adobe Real-Time CDP implementation, a data architect notices that a field defined in field group A should actually be part of field group B.

How can this issue be resolved?

- A. Remove the field from field group A and create it inside of field group B after creating all datasets for the target XDM schema
- B. Use the schema editor in the AEP UI to directly move the field to the new field group
- C. Remove the field from field group A and create it inside of field group B after deleting all datasets linked to the XDM schema
- D. Use the move schema endpoint in the schema registry API after deleting all datasets linked to the schema

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

After creating the Entity Relationship Diagram (ERD) of the data sources that will be connected into an Adobe Experience Platform (AEP) implementation for a utility company, the service details (including information such as name, cost, type, and category) appear multiple times across 8 different entities (for example, in the transactional events and in the customer profile details).

When designing the XDM data model for that ERD, the data architect and the business stakeholders validate that the service details information must be included at both levels, record, and time series. The service details will be used multiple times within the same structure. In what two ways should the service details be defined in the AEP data model to make it consistent and re-usable? (Choose two.)

- A. Create a Data Type
- B. Create a Schema
- C. Create a Class
- D. Create a Field Group (cross-class)

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 10

When sending data through the HTTP API source connector, how would a data engineer troubleshoot to make sure the payload being sent is formatted properly in real time?

- A. Use query services to validate payloads before sending them via API
- B. All data is ingested and query services reporting identify any records that do not pass custom validation rules
- C. Use asynchronous validation query parameter to validate payload matches schema

D. Use synchronous validation query parameter to validate payload matches schema

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 11

What components are critical for Profile Composition in Adobe RT-CDP? (Select two.)

- A. Identity stitching from multiple sources.
- B. Audience segmentation at the edge.
- C. Attribute mapping across schemas.
- D. Data governance enforcement.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 12

What are key elements of an effective identity strategy in Adobe RT-CDP? (Select two.)

- A. Using multiple identity namespaces for flexibility.
- B. Avoiding the use of cross-device identifiers.
- C. Only relying on probabilistic identity resolution.
- D. Deterministic identity resolution.

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 13

A consultant notices that two profiles have collapsed due to shared identities. What is the best way for the consultant to determine the specific dataset or batch responsible for the collapsed identity?

- A. Manually inspect individual profiles for shared identity links
- B. Look up the profile using the shared identity namespace and value, and identify the dataset and batch which caused the issue
- C. Browse the datasets enabled for profile using query service until they find the batch that caused the issue
- D. Use the identity graph viewer using the shared identity namespace and value, and locate the dataset and batch that caused the issue

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 14

A data engineer is tasked with creating a streaming segment, and the segment definition must include existing audiences and a page view web event. After selecting the evaluation method, an error occurs, allowing only batch evaluation to be used.

What are two possible reasons for this? (Choose two.)

- A. The segment definition includes a combination of an audience and multiple page view events (last 30 days).

B. The segment definition includes a combination of an audience, a page view event (any time), and a profile attribute.

C. The segment definition includes a combination of an audience and a page view event (last 24hrs).

D. The segment definition includes a combination of an audience in multiple page view events (last 24hrs).

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 15

A financial services firm uses Adobe RT-CDP to unify customer data from multiple sources, including credit card activity, email interactions, and website visits. What combination of features is critical for accurate profile assembly?

A. Probabilistic identity resolution and edge profiles.

B. Static schemas and batch ingestion workflows.

C. Real-time activation without identity stitching.

D. Deterministic identity resolution and the Identity Graph.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 16

What are key components of role-based access control in RT-CDP? (Select two.)

A. Restricting access to sensitive datasets.

B. Configuring identity namespaces for profiles.

C. Automating data governance workflows.

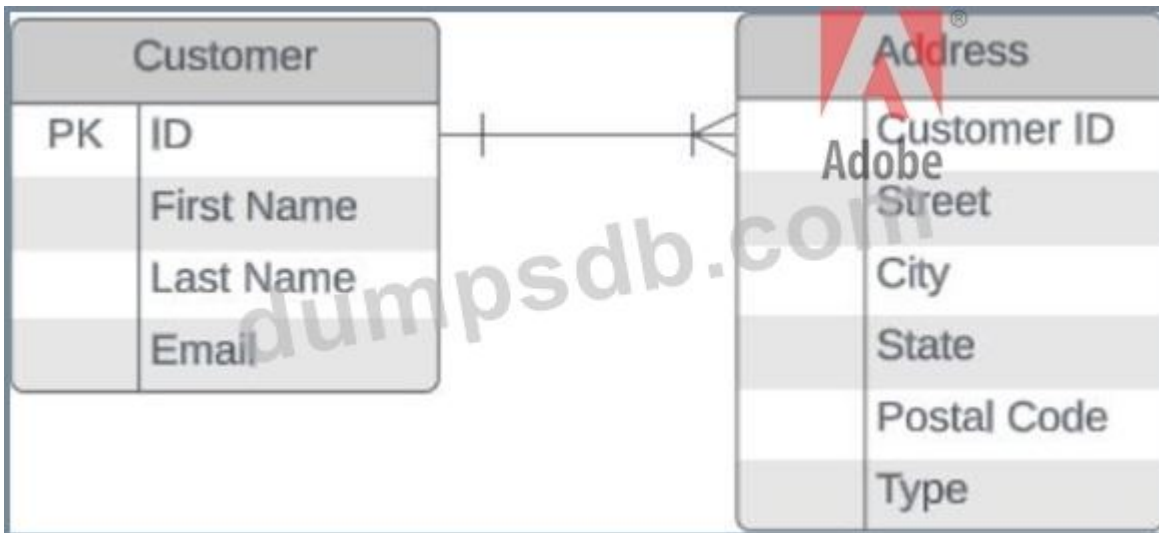
D. Assigning permissions based on user roles.

Answer: A,D (LEAVE A REPLY)

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NEW QUESTION: 17

While modeling the real-time customer profile, it is discovered that a single customer profile can have multiple address types (Home, Office, Shipping) as seen from the customer's data warehouse. Given this discovery, what is the best option to choose for modeling the customer addresses for the Real-Time Customer Profile?



- A. Model addresses as an array of addresses in an XDM Individual Profile class-based schema
- B. Model each address as its own distinct object within an XDM Individual Profile class-based schema
- C. Model addresses as static key-value pairs in a lookup table outside of the XDM schema
- D. Model addresses as individual events using an XDM Experience Event class-based schema

Answer: B (LEAVE A REPLY)

NEW QUESTION: 18

A marketer needs to quickly validate that data ingested into a dataset processed to Profile successfully. Using the AEP, in which two ways can the marketer perform this task?

(Choose two.)

- A. Query service
- B. Dataset > Activity
- C. Identities > Browse
- D. Sources > Data Flow
- E. Monitoring > Batch

Answer: B,E (LEAVE A REPLY)

NEW QUESTION: 19

What actions can be performed when building segments in Adobe RT-CDP? (Select two.)

- A. Define custom attributes for segmentation criteria.
- B. Combine multiple data sources using unified schemas.
- C. Apply data governance policies during segment creation.
- D. Export segments directly without activation workflows.

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 20

A data engineer needs to send data collected from IoT devices into AEP Edge network using the Edge Network Server API. The engineer also needs to ensure that the APIs executed are secured and in real-time.

What endpoint configuration is required to be set up by the data engineer?

- A. edge.adobedc.net
- B. realtime.adobedc.net
- C. api.adobedc.net
- D. server.adobedc.net

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 21

What is the primary purpose of governance in Adobe RT-CDP?

- A. Optimizing data ingestion workflows.
- B. Ensuring data compliance and proper usage across services.
- C. Creating static and dynamic segments.
- D. Performing deterministic identity resolution.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 22

Which use case is ideal for edge-based segmentation?

- A. Generating large-scale audience reports.
- B. Activating batch data for ad campaigns.
- C. Personalizing web content in real-time.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 23

Which components are critical for designing a Real-Time Customer Profile? (Select two.)

- A. External data connectors.
- B. Unified schemas for all data sources.
- C. Identity namespaces for data linking.
- D. Predefined segments.

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 24

Which two XDM schema classes are the Real-Time Customer Profile's primary entity composed of? (Choose two.)

- A. Custom XDM classes
- B. XDM Individual Profile classes
- C. XDM Experience Event classes
- D. B2B XDM classes

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 25

What is the main goal of role-based access control (RBAC) in Adobe RT-CDP?

- A. To automate profile updates.
- B. To assign specific data access permissions based on user roles.
- C. To create static audience segments.
- D. To enforce deterministic identity resolution.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 26

A data engineer is working on a schema that has not been enabled for profile and contains an out-of-the-box field group.

In addition to adding a relationship and marking as identity, what is a valid change that can be made to the out-of-the-box field group?

- A. Change the display name
- B. Change the data type of an out-of-the-box field
- C. Mark as required
- D. Change the field name

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 27

A customer is looking to implement the Adobe Real-Time CDP (RTCDP) platform and has a number of customers who have agreed to have their data collected for personalization, but have opted out to have their data shared with a third party.

How should the data engineer create the related objects to be compliant with the Adobe RTCDP data collection policy?

- A. Create a profile-enabled dataset based upon a schema which contains a privacy and consent field group and apply the C2 label
- B. Create a profile-enabled dataset and configure the Opt-in privacy preference using Adobe Data Collections and apply the C2 label
- C. Create a profile-enabled dataset and use data collection to stream data into advertising details based on field group and apply the C2 label
- D. Create a dataset without a privacy and consent field group and use manual policies for compliance

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 28

A data architect is building an XDM Experience Event Schema for loading event data from the Adobe Experience Platform (AEP) Web SDK. The data is intended to be used in the Real-Time customer profile and requires a primary identity to be present in the schema. The architect wants to be able to store both ambiguous and authenticated web data.

Does the data architect need to select a field as a primary identity?

- A. Yes, the architect will select a field from the schema and mark it as primary.
- B. No, the primary identity will already be in the identity map.
- C. Yes, the architect will select the identity map and mark it as primary.
- D. No, a field on the schema will automatically be marked.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 29

A retail company wants to target customers who viewed a product category on their website within the last 24 hours.

What type of segmentation should they use?

- A. Predictive Segmentation
- B. Dynamic Segmentation
- C. Batch Segmentation
- D. Static Segmentation

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 30

A financial institution is using Adobe RT-CDP to activate data to an ad platform. The dataset includes sensitive information such as account balances.

What guardrails should they apply during activation?

- A. Perform manual activation workflows.
- B. Use DULE policies to restrict sensitive data from being exported.
- C. Include all data fields in the activation for completeness.
- D. Limit the activation to edge-based triggers.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 31

What is the primary goal of activation in Adobe RT-CDP?

- A. Enforcing data governance policies.
- B. Storing customer data for future analysis.
- C. Creating static customer profiles.
- D. Delivering personalized experiences across various destinations.

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 32

What features support data governance in Adobe RT-CDP? (Select two.)

- A. Role-based access control (RBAC).
- B. Probabilistic identity stitching.
- C. Identity Graph integration.
- D. Data retention policy management.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 33

What is the primary purpose of monitoring capabilities in Adobe RT-CDP?

- A. Configuring audience segments.
- B. Automating data governance policies.
- C. Exporting customer profiles to external systems.
- D. Tracking data ingestion, profile updates, and activation workflows.

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 34

A company based out of California would like to delete profile data from the Adobe Experience Platform (AEP) profile store and data lake based on their customer request. They have reached out to a Real-Time CDP consultant with the list of profiles to perform the deletion task for them.

What is the recommended approach to delete the profile data from AEP?

- A. Leverage privacy service and submit the delete request under CCPA regulation type for a given namespace and identity value
- B. Leverage query service, create a query by excluding the profiles shared by customer, delete the batches from dataset, and insert data from query output
- C. Use the Segment Export feature to delete the profiles from the dataset and profile store
- D. Build a custom solution by leveraging the delete entity API to delete the profiles from both data lake and profile store

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 35

A data engineer has loaded a single order event with a status of "order_placed" into the Real-Time Customer Profile. The event utilizes an Experience Event class-based schema/dataset where the email address is marked as the primary identity.

The event is as follows:

_id: 1234 (unique id of the event)

timestamp: 2023-10-06T12:00:00Z (timestamp the event occurred)

Email: john.smith@somedomain.com (primary identity -- who the event belongs to)

status: order_placed (status of the event)

A few hours later the data engineer sends an updated order event into the Real-Time Customer Profile stating the order status is now "order_shipped".

The event is as follows:

_id: 1234

timestamp: 2023-10-06T14:00:00Z

Email: john.smith@somedomain.com

status: order_shipped

When the data engineer looks up the profile, the new event does not appear with the "order_shipped" status on the profile, but it is in the Data Lake.

Why did this happen?

- A. The Real-Time Customer Profile skipped the record as the _id was already existing.
- B. The Real-Time Customer Profile skipped the record as the timestamp was different.
- C. The Real-Time Customer Profile only accepts one event per timestamp per primary identity.
- D. The Real-Time Customer Profile had a processing error during ingestion.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 36

A large retailer is moving customer loyalty data from a data warehouse to the Adobe RTCDP. The source connectors of the Adobe Experience Platform do not support this data warehouse. The data architect plans to use the API to push the data into the experience platform so that the data can be used in the segment in a few minutes to send campaigns. What is the efficient way to ingest this data in RTCDP?

- A. Use the Batch Ingestion API to ingest this data in bulk
- B. Use the single HTTP API request to send Multiple Messages
- C. Use Real-Time APIs to send multiple single-record requests in parallel
- D. Use the Data Landing Zone API to ingest this data immediately

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 37

Which are two considerations to keep in mind when architecting data using dimensional entities?

(Choose two.)

- A. Dimensional entities require secondary identities to link to profiles through schema relationships.
- B. Profile data populated through dimensional entities require batch segmentation evaluation.
- C. Dimensional entities can be either time series data or record data.

D. Dimensional entities can be used as lookups or classifications to simplify the data modeling process.

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 38

What is the primary consideration when designing identity relationships for modeling in Adobe RT- CDP?

- A. Use one-to-one relationships exclusively.
- B. Ensure all identities are linked to a primary namespace.
- C. Disable deterministic identity resolution.
- D. Avoid using secondary identity relationships.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 39

What actions are required for effective on-site personalization? (Select two.)

- A. Mapping customer behavior data in real-time.
- B. Scheduling updates at regular intervals.
- C. Running batch processes for static profiles.
- D. Configuring Edge-based activation.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 40

What is a key difference between static and dynamic segments?

- A. Dynamic segments only work with structured data.
- B. Static segments are used for batch processing, while dynamic segments cannot be activated.
- C. Static segments support real-time updates, while dynamic segments do not.
- D. Dynamic segments automatically update based on real-time data, while static segments remain fixed.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 41

A retail company needs to integrate data from its CRM and e-commerce platform to build a unified customer profile. The CRM uses email as the primary identifier, while the e-commerce platform uses phone numbers.

What strategy should they use in Adobe RT-CDP?

- A. Enable only deterministic identity resolution with phone numbers as the primary field.
- B. Configure identity namespaces for email and phone and link them in the Identity Graph.
- C. Use a single namespace and ignore secondary identifiers.
- D. Create separate schemas for each data source without linking identities.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 42

A global e-commerce company wants to leverage Adobe RTCDP to implement different types of segmentation (edge, streaming, batch) to drive personalized marketing campaigns and optimize customer experiences.

The company aims to deliver real-time, dynamic, and relevant content to their customers across multiple touchpoints and wish to engage their customers with relevant messages while the customer is engaging with the brand.

What are the two best two options to consider? (Choose two.)

- A. Batch Segmentation
- B. Edge Segmentation
- C. Streaming Segmentation
- D. Multi-Entity Segmentation

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 43

What is the primary purpose of segmentation in Adobe RT-CDP?

- A. To manage batch processing workflows.
- B. To enforce DULE policies.
- C. To define audience groups for targeted activation.
- D. To create datasets for data ingestion.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 44

A marketer wants to create a segment and define the segmentation evaluation in Edge. Which would the team enable to ensure these events are ingested and processed for segmentation in real-time on the Edge?

- A. Capture web event data through Azure Data Lake Storage
- B. Capture web event data through WebSDK
- C. Capture web event data through Adobe Analytics Data Connector
- D. Capture web event data through HTTP API

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 45

A data architect is working for a global marketing agency that utilizes Adobe Experience Platform to manage and analyze client data. The architect's team is responsible for designing schemas that define the structure and format of various data sets.

One day, a client requests changes to an existing schema to accommodate new data points they want to capture for their customer profiles. The architect needs to ensure that the schema evolution principles are followed while making the necessary updates.

Which two changes to a schema are considered breaking changes when data is already loaded within Adobe Experience Platform? (Choose two.)

- A. Removing a previously defined field from the schema
- B. Enabling the schema to participate in Profile
- C. Renaming an existing field in the schema
- D. Adding new fields to the schema to capture additional data

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 46

A marketer wants to create a segment to be used in Adobe Target. The personalization activity will qualify users who enter the site based on campaign codes from paid search. What kind of segment should the marketer use to ensure the dynamic experience is delivered?

- A. Edge Segmentation
- B. Streaming Segmentation
- C. Static Segmentation
- D. Batch Segmentation

Answer: A ([LEAVE A REPLY](#))

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