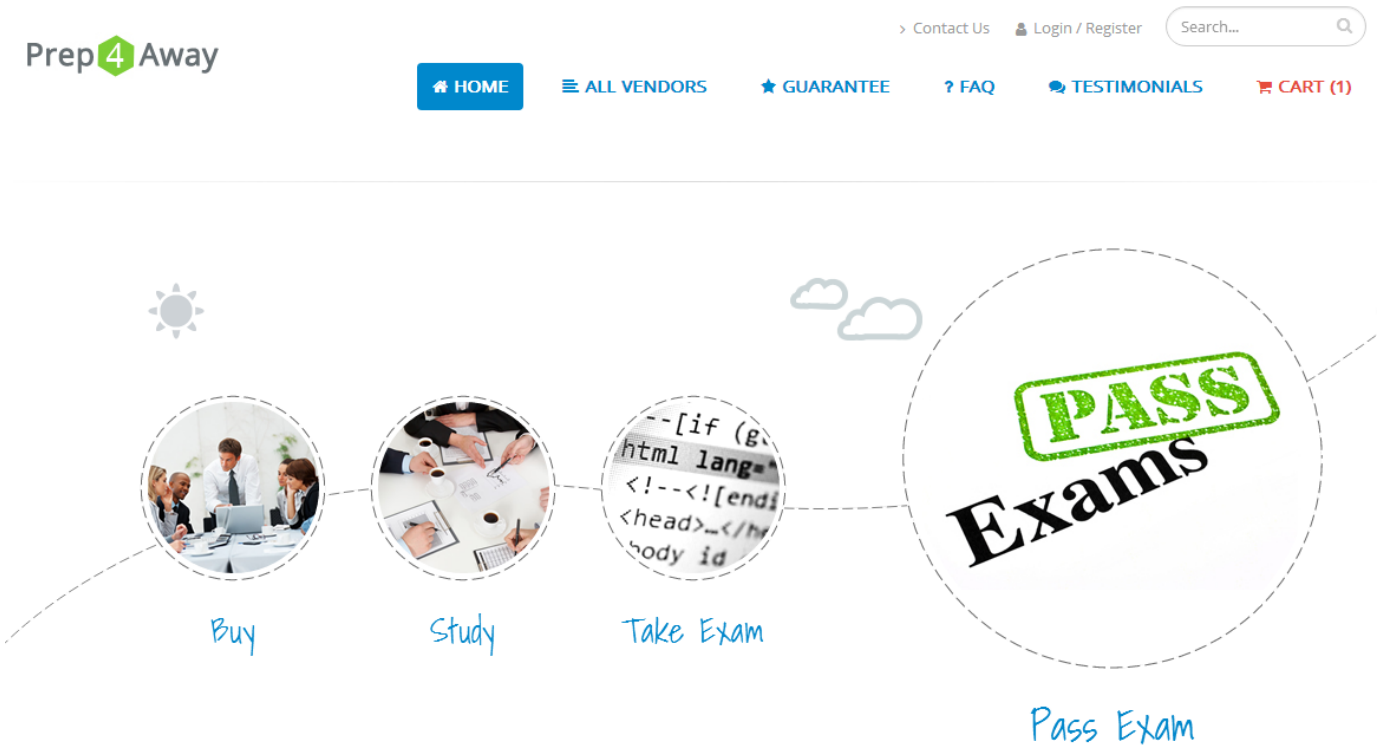
Prep4Away



Try **PDF Demo** before you buy

We're not the only ones **happy** about Prep4away Practice Material ...

56295+ customers in 100+ countries use Prep4away Test Engine. Meet our customers.

iMessenger VOREED GetCustom JET ORANGE iCompany Paradoxx

http://www.prep4away.com/

Latest Certification Exam Questions & Braindumps - Prep4Away

Exam : **AD0-E605**

Title : Adobe Real-Time CDP Business Practitioner Professional

Vendor : Adobe

Version : DEMO

NO.1 A media and entertainment client wants to reduce the website latency by sending web event data to the Adobe Experience Platform Edge Network and then transfer the data to other Adobe products instead of leveraging individual product libraries. Which in-built field group in the schema configuration can help with the data collection on the Edge Network?

A. Consumer Experience Event

B. Adobe Experience Platform Web SDK ExperienceEvent

C. Journey Orchestration Step Event Action Execution Fields

D. Experience Event - Proposition Reference

Answer: B

Explanation:

To reduce latency and consolidate data collection, Adobe recommends using theAdobe Experience Platform Web SDK. This single library replaces legacy tags (like AppMeasurement.js or at.js) and sends data to the Edge Networkvia a single call. For the Edge Network to correctly process this data and route it to Adobe Real-Time CDP, the underlying XDM ExperienceEvent schema must include theAdobe Experience Platform Web SDK ExperienceEventfield group.

This specific field group contains the standardized structures required to capture web-specific metadata, such as browser details, device information, and implementation context, which the Edge Network utilizes for server-side forwarding. Option A is a more general field group that lacks the specific plumbing for Web SDK automation. Option C is related to Journey Orchestration logic rather than raw data collection. Option D is used for Decision Management (Offers). By using the Web SDK field group, the client ensures that the data is structured in a "language" that the Edge Network understands natively, allowing for the sub-second data distribution required to reduce website overhead.

NO.2 Which type of user is most likely to receive alerts within Adobe Real-Time CDP related to data ingestion?

A. Data Steward

B. Data Architect

C. Marketing Manager

D. Data Engineer

Answer: D

Explanation:

In the operational workflow of Adobe Real-Time CDP, theData Engineer(Option D) is the persona primarily responsible for the technical health and reliability of data pipelines. Therefore, they are the most likely recipients of alerts specifically related todata ingestion.

TheAlerting Servicein Adobe Experience Platform is designed to notify users of system-defined conditions that require immediate attention, such asbatch ingestion failures, dataflow errors, or streaming connection interruptions. Because Data Engineers are tasked with building, monitoring, and troubleshooting the connections between source systems and theData Lake, these technical alerts are vital to their day-to-day responsibilities.

While aData Steward(Option A) is concerned with data labeling and governance, and aData Architect (Option B) focuses on the high-level design of schemas and identity graphs, they typically do not manage the granular, real-time monitoring of individual ingestion batches. AMarketing Manager(Option C) is a downstream consumer of the data for segmentation and activation and would rarely be involved in technical ingestion debugging. By subscribing to ingestion alerts, the Data

Engineer can proactively address issues like schema mismatches or API timeouts, ensuring theReal-Time Customer Profileremains accurate for all other users.

NO.3 A financial institution is migrating its customer transaction data from a relational database (RDBMS) to Adobe Real-Time CDP. The institution's transaction records include data points like customer ID, account type, transaction type, transaction amount, and transaction date. The data architect must ensure the transaction data can be linked to individual customer profiles in Adobe Real-Time CDP while also ensuring the data model maintains performance for real-time analysis and personalization use cases. What is the best approach to model this data in Adobe Real-Time CDP's NoSQL data model?

A. Create an XDM Experience Event schema for each transaction type

B. Create a custom entity schema for each transaction type

C. Create an Experience Data Model (XDM) Individual Profile schema for each customer and link transactions via relationships

D. Create an XDM Experience Event schema for transactions and link it to the individual customer profile via the customer ID

Answer: D

Explanation:

In Adobe Real-Time CDP, transaction data is inherently behavioral and time-bound. TheXDM ExperienceEventclass is the optimized choice for this data type because it is designed to capture immutable, point-in-time actions. Each transaction (containing amount, type, and date) should be treated as an event. By including thecustomer IDwithin this schema and marking it as anIdentity, the platform's Identity Service automatically associates these events with the correspondingXDM Individual Profile.

This approach is superior to Option C because the Individual Profile schema is intended for stateful attributes (like "current balance" or "account level"), not a growing list of transactions. Storing transactions in the profile would lead to extremely large profile fragments, degrading performance.

Option A is inefficient as it creates schema sprawl; instead, a single ExperienceEvent schema should use a "transaction type" field to differentiate between deposits, withdrawals, or transfers.

By leveraging the NoSQL architecture of the Real-Time Customer Profile, these events are stored in a way that allows theSegmentation Serviceto evaluate them in milliseconds. For example, a segment could instantly identify "customers who made a transaction over $1,000 in the last hour." Linking via the customer ID ensures that as soon as a transaction is ingested, it is immediately visible on the unified profile for real-time personalization.

NO.4 A company uses Real-Time Customer Profile and provides the following Customer Profile schema to the data architect in charge of designing the Real-Time Customer Profile:

Column	Description
customer_id	primary key
first_name	required
last_name	required
email	default null
phone	default null
gender	default "unknown"

They have business requirements to carry out customer segmentation based on purchasing behavior, demographic data (including gender), and multi-channel marketing activities and need to consider data consistency, and minimizing system complexity for future data ingestion and updates.

What would be the recommended modeling approach to accommodate these requirements?

A. Define the customer-id and first_name fields as identities.

B. Define the email and phone fields as identities

C. Define the customer_id and email fields as identities

D. Define the gender and customer-id fields as identities.

Answer: C

Explanation:

To satisfy the requirements for multi-channel marketing and behavioral segmentation while ensuring data consistency, the architect must select identities that bridge both internal systems and external communication channels. In the provided schema,customer_idserves as the primary key of the source system, making it the most reliable "anchor" for internal data consistency and linking behavioral records (like purchasing behavior) to the profile.

However, for multi-channel marketing activities, theemailfield is critical. By defining bothcustomer_idand emailas identities within the XDM Individual Profile schema, the Adobe Experience PlatformIdentity Service can perform identity stitching across different data streams. For instance, if a customer browses the website (identified by email) and later makes an in-store purchase (identified by customer_id), the platform can merge these fragments into a single, unified Real-Time Customer Profile.

Option A is incorrect because "first_name" is a descriptive attribute, not a unique identifier, and would lead to

"collisions" (merging unrelated people with the same name). Option D is incorrect because "gender" is a demographic trait with very low cardinality; it cannot uniquely identify an individual. Option B, while containing valid identifiers, lacks the customer_id which is the primary key and the most stable link to the legacy RDBMS. SelectingOption Censures that the system can uniquely identify the individual internally while providing the necessary "stitching" point (email) to associate web, mobile, and email marketing interactions with that specific person.

NO.5 A customer needs to access profile data using /access/entities endpoint. What parameters are required to retrieve profile information?

A. Data ingested TimeStamp field

B. Entity Identity and Entity ID Namespace

C. Profile Name and DOB field

Answer: B

Explanation:

To retrieve specific profile information programmatically via the Adobe Experience PlatformReal-Time Customer Profile API, developers must use the /access/entities endpoint. Because the profile store is a NoSQL environment designed for high-speed lookups, the system requires specific coordinates to locate a profile fragment or a merged profile. These required parameters are theEntity Identity(the actual value of the ID, such as "user@example.com") and theEntity ID Namespace(the context of that ID, such as "email").

When making a GET request to this endpoint, the id and namespace parameters are mandatory because a single identity value might exist in multiple namespaces (e.g., the numeric string "12345" could be a CRM_ID for one person and a Loyalty_ID for another). Providing both ensures the API returns the correct entity. Option A is incorrect as timestamps are used for filtering or auditing but not for primary entity retrieval. Option C is incorrect because names and dates of birth are attributeswithina profile, not the unique lookup keys used by the API's identity-based indexing system. Mastery of these parameters is essential for developers building custom integrations or

troubleshooting profile data within the platform.

NO.6 How does the Adobe Real-Time CDP manage data when multiple records, coming from different sources but belonging to the same customer, are processed?

A. It merges all records into a single, unified profile for the customer

B. It creates separate profiles for each of the received records

C. It only keeps the most frequent appearing record across all sources

D. It assigns different importance weights to different sources and merges records based on these weights

Answer: A

Explanation:

The fundamental value proposition of Adobe Real-Time CDP is its ability to break down data silos by creating a360-degree viewof the customer. When the system ingests multiple records from different sources (such as a CRM system, an e-commerce platform, and web clickstream data) that share common identifiers, it uses theIdentity Serviceto recognize they belong to the same person.

The platform then dynamically merges these "profile fragments" into a single,unified Real-Time Customer Profile. This merging happens in real-time, ensuring that as soon as new data arrives, it is reflected in the unified view. This process allows for consistent personalization across channels; for example, a purchase made offline in a retail store can immediately suppress "buy now" ads for that same product on the website.

Option B is incorrect as it describes the very siloed state the CDP is designed to solve. Option C is incorrect because the platform preserves all relevant behavioral and attribute data rather than discarding records based on frequency. Option D is a slight misinterpretation ofMerge Policies; while Merge Policies can prioritize one source over another for a specific attribute (Timestamp-ordered or Dataset-precedence), the platform still merges the records into a single profile rather than just weighing them.

NO.7 A gaming company wants to send user's gaming event data from the console to Adobe Experience Platform through Adobe Experience Platform Server API and Edge Network for serving personalized experiences at a later stage. In the Server API call what is the right endpoint to use to send the data to Adobe Experience Platform after the company configures the necessary Schema, Dataset and Datastream?

A. POST https://server.adobedc.net/ee/v2/interact?datasetId={DATASET_ID}

B. POST https://server.adobedc.net/ee/v2/interact?schemaId={SCHEMA_ID}

C. POST https://server.adobedc.net/ee/v2/interact?configId={DATASTREAM_ID}

D. POST https://server.adobedc.net/ee/v2/interact?sand={sandbox}

Answer: C

Explanation:

When utilizing theAdobe Experience Platform Server-Side APIto communicate with theEdge Network, the most critical parameter is theDatastream ID(internally referred to in the API as configId). The Datastream acts as the central router on the Edge Network; it identifies which Experience Platform sandbox, dataset, and schema the incoming data should be mapped to, as well as which other Adobe solutions (like Target or Analytics) should receive the data.

The correct endpoint structure is POST https://server.adobedc.net/ee/v2/interact?configId={DATASTREAM_ID}. Options A and B are incorrect because the Edge Network does not accept raw

data targeted directly at a Dataset or Schema ID; those mappings are handled server-side within the Datastream configuration to simplify the client-side (or console-side) implementation. Option D is incorrect because while a sandbox name might be part of a header or organizational context, it is not the primary routing parameter for the Edge Network interaction. By targeting the configId, the gaming company ensures that their event data is correctly processed by theEdge Network Service, allowing for real-time profile enrichment and future personalization.