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# AD0-E614

## Adobe Real-Time CDP Business Practitioner Professional

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# Latest Version: 6.0

## Question: 1

A Real-Time CDP Business Practitioner needs to capture customer behavioral data generated by an online campaign landing page.
Which XDM schema class should the schema be based on?
Response:

A. XDM Individual Profile
B. XDM ExperienceEvent
C. XDM Customer Event
D. XDM Campaign Metrics

**Answer: B**

Explanation:
The XDM ExperienceEvent class models time-series data, capturing each behaviour such as a page view or click with the timestamp at which it happened.

## Question: 2

A professional services firm builds a prospect audience for an acquisition campaign. When the practitioner opens the activation flow for the destination the campaign team asked for, the prospect audience cannot be selected, although the firm's people audiences can.
What is the appropriate next step?
Response:

A. Select a destination that supports prospect audiences, since not all do.
B. Change the audience's evaluation method from batch to streaming so it can export.
C. Re-create the prospect profiles as a people audience and activate that instead.
D. Apply a merge policy that is active on edge so the audience becomes exportable.

**Answer: A**

Explanation:
Exportable audiences come in people, account and prospect types, and each destination supports only certain types — acquisition audiences can go only to prospect-capable destinations.

## Question: 3

An apparel retailer's loyalty dataset holds around forty fields. One of them stores a precise home latitude and longitude captured at sign-up and must never reach an advertising destination. The

remaining fields — purchase history, size preferences and loyalty tier — are needed for everyday audience activation. A junior colleague proposes applying the restriction at the dataset level.
Which approach best satisfies the restriction while keeping the dataset useful?
Response:

A. Label the whole dataset, since dataset labels propagate to every field and are simpler to maintain.
B. Leave the dataset unlabelled and exclude the coordinate field from each activation mapping by hand.
C. Label only the coordinate field, leaving the remaining fields free for everyday activation.
D. Label the whole dataset, then remove the label from each field that marketing still needs to use.

**Answer: C**

Explanation:
A field-level label applies to that field alone without propagating, so enforcement reaches the one restricted attribute while audiences built on the other fields remain activatable.

## Question: 4

A practitioner needs audiences to qualify in near real-time through streaming segmentation and to be usable for edge personalization.
Which merge policy setting must be in place?
Response:

A. The merge policy is marked active on edge
B. The merge policy is set to dataset precedence
C. The merge policy excludes all event datasets
D. The merge policy is the organisation default

**Answer: A**

Explanation:
Streaming and edge evaluation read the profile view assembled by a merge policy that is active on edge, so qualification cannot happen in near real-time without it.

## Question: 5

What is the primary purpose of analyzing an audience in Adobe Real-Time CDP before it is activated?
Response:

A. To confirm it supports the intended marketing outcome
B. To design the XDM schemas that feed the profile
C. To validate the identity namespaces used for stitching
D. To create duplicate datasets for testing purposes

**Answer: A**

Explanation:
Reviewing size, composition and overlap lets the practitioner confirm the audience really describes the customers the campaign is meant to reach before it is sent to a destination.

## Question: 6

A Real-Time CDP business practitioner must submit an access or delete request through Privacy Service on behalf of a customer.
What must the request contain?
Response:

A. An audience and a namespace
B. An identity value and an audience
C. An identity value and its namespace
D. A last name and an audience

**Answer: C**

Explanation:
Privacy Service locates the person from the identity value together with the namespace that qualifies it, for example an email value in the Email namespace.

## Question: 7

A quick-serve restaurant using Adobe Real-Time CDP has a large campaign budget for a new limited-time-offer frappe to promote over the holiday period. The team wants to reach people who bought last year's limited-time-offer holiday beverage, but that audience is too small to spend the budget.
Which two expansion approaches grow the audience while keeping it relevant to the offer?
(Choose two.)
Response:

A. Include anyone who made any purchase during last year's holiday period
B. Include everyone who purchased a frappe in the past year
C. Include everyone who visited the website during last year's holiday period
D. Include people who purchased other limited-time offers outside the holiday period

**Answer: B,D**

Explanation:
Frappe buyers from across the whole year share the product affinity the campaign depends on, so this adds volume without diluting relevance.
Buyers of other limited-time offers have demonstrated that they respond to time-limited promotions, which is the behaviour this campaign is built on.

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## Question: 8

A Real-Time CDP Business Practitioner has been asked to build a report that monitors a dataflow's activation rate.
Which area of the monitoring dashboard should the practitioner select to meet this requirement?
Response:

A. Identities
B. Destinations
C. Sources
D. Profiles

**Answer: B**

Explanation:
Activation rate is an outbound measure, so the destinations view of the monitoring dashboard is where a dataflow's activated and failed records are reported.

## Question: 9

A Real-Time CDP Business Practitioner has activated an audience and a stakeholder asks for proof that one specific known customer qualified for it.
What should the practitioner inspect to confirm that customer's membership?
Response:

A. The audience-membership information carried on that customer's unified profile
B. The estimated audience size shown while the segment definition was being authored
C. The ingestion status of the batch that delivered the customer's most recent event
D. The merge policy applied to the audience, which lists the profiles it combined

**Answer: A**

Explanation:
Membership is recorded on the profile itself as segment-membership information, so looking up the individual profile and reading the audiences it belongs to is the direct way to confirm qualification.

## Question: 10

A home improvement retailer is preparing two audiences for a spring promotion and suspects many of the same customers are in both. The team wants a figure for how many profiles the two audiences share before deciding whether both are needed.
Which analysis addresses this question?
Response:

A. A size prediction for each audience, estimating how many profiles each rule will reach.
B. An overlap comparison of the two audiences, reporting the profiles they share.
C. A trend review of each audience's membership across the preceding weeks of activity.
D. A suppression audience that removes one audience's members from the other during activation.

**Answer: B**

Explanation:
Comparing two audiences for shared membership is exactly what an overlap analysis reports, and it is the figure used to judge whether both audiences are needed or whether messaging will collide.

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