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AD0-E614

Adobe Real-Time CDP Business Practitioner Professional

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Product Version

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Question: 1

A Real-Time CDP Business Practitioner is processing a privacy request from a customer. Which three are considered valid identities that the practitioner could use?
(Choose three.)

A. Email address
B. Street address
C. Last name
D. ECID
E. Phone number

Answer: A,D,E

Question: 2

When a segment for streaming or the edge has been created, at what time will ALL profiles that meet the criteria be included in the segment?

A. Immediately upon the creation of the segment.
B. Only when the segment is used in a destination.
C. Within the next 24 hours.
D. After the next scheduled sync process.

Answer: C

Question: 3

A Real-Time CDP Business Practitioner wants to make Privacy Service requests for Experience Cloud applications. Which two options can they use in their requests?
(Choose two.)

A. Anonymize IDs
B. Opt-out of sale
C. Replace values
D. Access/delete

Answer: B,D

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Question: 4

The marketer of an electronics retail website needs to create a segment of customer who viewed a laptop product on the website, added it to cart, and then viewed its accessories but did not proceed to checkout. Which type of segment will be created in this scenario?

A. Sequential segment
B. Multi tenancy segment
C. Dynamic segment
D. Aggregated segment

Answer: A

Question: 5

A large hotel chain implements Real-Time CDP. The hotel chain is now able to combine offline and online reservation data. Which two key attributes could be used to understand high value customers? (Choose two.)

A. Promo Code
B. Length of Stay
C. Average Price per Night
D. Net Worth

Answer: B,C

Question: 6

What are the three methods of evaluating audiences in Adobe Experience Platform?

A. Streaming segmentation, batch segmentation, and edge segmentation.
B. Streaming segmentation, batch segmentation, and customer segmentation.
C. Streaming segmentation, batch segmentation, and data segmentation.
D. Streaming segmentation, batch segmentation, and profile segmentation.

Answer: A

Question: 7

Which three standard namespaces are available in Adobe Experience Platform for browsing profiles?

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(Choose three.)

A. Declared ID
B. Phone
C. Address
D. TNTID
E. GAID

Answer: B,D,E

Question: 8

A Real-Time CDP business practitioner needs to capture customer behavioral data from an online campaign. What is the recommended schema class for capturing this data from a website?

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

Answer: B

Question: 9

Which two relationships exists between an XDM Individual Profile or XDM Experience Event class-based schema and a non-XDM Individual Profile schemas (a.k.a lookup entities)?
(Choose two.)

A. One to One
B. One to Many
C. Many to One
D. Many to Many

Answer: A,C

Question: 10

Once an audience is created in Experience Platform, what is the typical timeframe for its availability in edge segmentation use cases?

A. Audience definitions reach the Edge Network in around 24 hours.
B. It takes roughly a week for audiences to be usable in edge segmentation.

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C. Audiences are immediately ready for edge segmentation.
D. Audience definitions propagate to the Edge Network in about an hour.

Answer: D

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