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Adobe

AD0-E615

Adobe Real-Time Customer Data Platform Developer Expert

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Question: 1

Which are two considerations to keep in mind when architecting data using dimensional entities? (Choose two.)

A. Dimensional entities can be used as lookups or classifications to simplify the data modeling process.
B. Dimensional entities require secondary identities to link to profiles through schema relationships.
C. Profile data populated through dimensional entities require batch segmentation evaluation.
D. Dimensional entities can be either time series data or record data.

Answer: A,C

Question: 2

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

Answer: A

Question: 3

File-based destinations in Real-Time CDP allow customers to export data to files in various formats (such as CSV or JSON), which can then be used for marketing activation purposes.
Which three types of schedules are available for exporting profiles to file-based destinations in the Adobe Real-Time CDP?
(Choose three.)

A. Scheduled
B. Incremental
C. After segment evaluation
D. On-demand
E. On-demand (scheduled)

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Answer: A,C,D

Question: 4

What is the maximum number of stitched identities in an Identity Graph for a Real-Time Customer Profile?

A. 150
B. 50
C. 1000
D. 500

Answer: B

Question: 5

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

Answer: D,E

Question: 6

A company wants to capture both customer_id and email_address as identities in their data feeds within the Real-Time customer profile. What is the recommended identity types that should be used for the identities listed above?

A. customer_id uses a type of Person ID •email_address uses a type of Email
B. customer_id uses a type of Cookie ID •email_address uses a type of Device ID
C. customer_id uses a type of Cross-Device ID •email_address uses a type of Email
D. customer_id uses a type of Device ID •email_address uses a type of Cookie ID

Answer: C

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Question: 7

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

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

Answer: A,C

Question: 8

A marketer wants to create a segment based on profiles that have these seven attributes: LoyaltyId, LoyaltyLevel, Location, Age, MaritalStatus, Email, and Phone. The marketer wants the segment to qualify all profiles that have these attributes: LoyaltyLevel and Age, and disqualify profiles that have either of these attributes: MaritalStatus and Location.
How can the audience rule-builder UI be used to build this segment?

A. Drag and drop the LoyaltyLevel and Age attributes into an "Include any of" container •Then, drag and drop the MaritalStatus and Location attributes into an "Exclude all" container
B. Drag and drop the LoyaltyLevel and Age attributes into an "Include all" container •Then, drag and drop the MaritalStatus and Location attributes into an "Exclude all" container
C. Drag and drop the LoyaltyLevel and Age attributes into an "Include any of" container •Then, drag and drop the MaritalStatus and Location attributes into an "Exclude all" container
D. Drag and drop the LoyaltyLevel and Age attributes into an "Include all" container •Then, drag and drop the MaritalStatus and Location attributes into an "Exclude any of" container

Answer: D

Question: 9

A data architect is configuring an XDM data model to onboard customer data to the Real-Time Customer Profile. Which three items should the data architect keep in mind when defining identities for the data model?
(Choose three.)

A. A schema must use an identityMap for ingesting identities.
B. A schema must have one primary identity and one other person identity.
C. A schema's identity field(s) should have values unique to a single customer profile.

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D. Field(s) intended to be used for identity service must be of type string.
E. A schema must have a single primary identity in order for the schema to be enabled for use in the Real-Time Customer Profile.

Answer: C,D,E

Question: 10

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 and I2" and "CUSTOM_1" to the access role
B. Add "I1 or I2 or CUSTOM_1 or CUSTOM_2" to the access role
C. Add "I1 and I2" to the access role
D. Add "I1 and CUSTOM_2" to the access role

Answer: A

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