Exam Code: AD7-E601
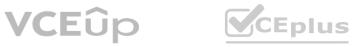
Exam Name: Adobe Real-Time CDP Technical Practitioner

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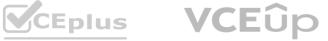**Exam A**

QUESTION 1
After successfully ingesting profile data from a CRM system into AER a user creates a segment using profile attributes from the same uploaded dat a. The Segment UI shows an estimated audience size of zero.
Which two actions can the user take to view the correct segment size? (Choose two.)
A. Disable and re-enable the dataset for profile
B. Use on-demand evaluation
C. Wait for the next scheduled evaluation
D. Change the primary identifier of the dataset

Correct Answer: B, C
Section:
Explanation:
On-demand evaluation is a feature that allows users to manually trigger segment evaluation and see the updated segment size immediately. Waiting for the next scheduled evaluation is another option, as segment evaluation runs periodically based on the segment refresh interval. Reference: : Ondemand Segment Evaluation : Segment Evaluation

QUESTION 2
A company collects customer mobile numbers into AEP from multiple sources. One of the sources does not provide reliable dat a. The company will only use the unreliable data source as a backup source.
Which AEP feature should be used to meet this requirement?
A. Union schema
B. Identity namespace
C. Merge policy

Correct Answer: C
Section:
Explanation:
Merge policy is a feature that allows users to define how data from different sources should be merged into a single profile. Users can specify the priority of data sources and the rules for resolving conflicts. This way, the company can use the unreliable data source as a backup source only when the other sources do not provide the mobile number. Reference: : Merge Policy Overview : Merge Policy UI

QUESTION 3
What must be defined for a destination to connect policies with data labels to enable data usage enforcement for that destination?
A. Marketing actions
B. Governance policy
C. Sensitive data labels

Correct Answer: B
Section:
Explanation:
Governance policy is a feature that allows users to define how data can be used for different destinations based on data labels and marketing actions. Data labels are tags that indicate the sensitivity or classification of data, such as PII or opt-out. Marketing actions are categories of activities that describe how data is used for a destination, such as personalization or analytics. By creating a governance policy, users can connect policies with data labels and enable data usage enforcement for that destination. Reference: : Governance Policy Overview : Data Labels Overview : Marketing Actions Overview : Create a Governance Policy

QUESTION 4
A B2B company wants to invite current customers who have logged into their account in the last 90 days to its local roundtable event in Chicago, IL through a personalized postcard, SMS Text Message, and email invitation:
The B2B company has client information available in the following data sources:
• Adobe Analytics
• Adobe Experience Platform
• Adobe Audience Manager
• Adobe Campaign Standard

• Adobe Experience Manager
• CRM Which steps should the B2B company take to send the communications?
A.
B. Ingest the CRM data into Analytics
C. Create segment for clients who have logged in within the last 90 days from Chicago, IL In Analytics send data into AEP dataset
D. Create segment in AEP-CDP that matches business requirements
E. Share the segment with Adobe Campaign Standard
F.
G. Ingest the CRM data into Analytics and Audience manager
H. Create segment for clients who have logged in within the last 90 days in Analytics and send data into AEP dataset
I. Create segment for clients who are from Chicago, IL in Audience Manager and send into AEP dataset
J. Make sure profile merge policies use current data in AEP
K. Create segment in AEP-CDP that matches business requirements
L. Share the segment with Adobe Campaign Standard
M.
N. Ingest the CRM data into Analytics and Audience manager
O. Create segment for clients who have logged in within the last 90 days in Analytics and send data into AEP dataset
P. Create segment for clients who are from Chicago, IL in Audience Manager and send Into AEP dataset
Q. Make sure profile merge policies use current data in AEP
R. Create segment in AEP-CDP that matches business requirements
S. Share the segment with Adobe Campaign Standard
T.
U. Onboard the CRM data into AEP dataset
V. Create segment in AEP-CDP that matches business requirements
W. Share the segment with Adobe Campaign Standard

Correct Answer: D
Section:
Explanation:
This is the simplest and most efficient workflow to send the communications to the current customers who have logged into their account in the last 90 days and are from Chicago, IL. By onboarding the CRM data into AEP dataset, the company can leverage the profile data and identity stitching features of AEP to create a unified view of their customers. By creating a segment in AEPCDP that matches the business requirements, the company can use the segmentation service and UI of AEP to define and evaluate their target audience based on profile attributes and behaviors. By sharing the segment with Adobe Campaign Standard, the company can activate their segment across multiple channels, such as email, SMS, and postcard. Reference: : Onboard Data into Platform : Create a Segment : Share Segments with Destinations

QUESTION 5
An e-commerce company wants to use the Experience Platform Real-time CDP to contact known prospects or customers who abandon before checking out.
The following data sources are available to be imported:
• CRM system of customers
• Adobe Analytics
• Order Processing System detailing orders The retailer uses the following tools to market to customers:
• Email
• Google Display Ads
• Adobe Target for personalization
Known prospects are defined as people who have provided an email address.
Which workflow should be used?
A.
B. Import customer data into the profile
C. Set up Adobe Analytics as a source
D. Use segmentation to find profiles with email address and visited a product page and added to cart but did not complete checkout

E. Send the segment of Abandon customers to Campaign and Target
F.
G. Import customer data into the profile
H. Set up Adobe Analytics as a source
I. Use segmentation to find customers who have visited a product page and added to cart but did not complete checkout
J. Send the segment of Abandon customers to Campaign and Target
K.
L. Import customer data into the profile
M. Set up Order Processing System detailing orders
N. Use segmentation to find customers who have visited a product page and added to cart but did not order
O. Send the segment of Abandon customers to Campaign and Target

Correct Answer: A
Section:
Explanation:
This is the most suitable workflow to contact known prospects or customers who abandon before checking out. By importing customer data into the profile, the company can enrich their profile data with CRM information, such as email address. By setting up Adobe Analytics as a source, the company can ingest online behavior data from web and app into AEP dataset. By using segmentation to find profiles with email address and visited a product page and added to cart but did not complete checkout, the company can use the segmentation service and UI of AEP to define and evaluate their target audience based on profile attributes and behaviors. By sending the segment of Abandon customers to Campaign and Target, the company can activate their segment across multiple channels, such as email, Google Display Ads, and personalization. Reference: : Onboard Data into Platform : Connect Adobe Analytics Data Sources : Create a Segment : Share Segments with Destinations

QUESTION 6
A company collects online transaction data from two different sources and onboards into AER
The data is housed in two systems:
• Digital Order Line (DOL), which gets data at a daily batch latency
• Streaming (Web/App) The company prefers to use Streaming data over DOL. Which method should the engineer use?
A. Identity stitching
B. Timestamp ordered
C. Dataset precedence

Correct Answer: C
Section:
Explanation:
Dataset precedence is a feature that allows users to define how data from different datasets should be merged into a single profile based on their priority. Users can specify which dataset has higher precedence over another dataset when there is conflicting data for the same attribute. This way, the company can use Streaming data over DOL when they have online transaction data from both sources. Reference: : [Dataset Precedence Overview](https://experienceleague.adobe.com/docs/ex

QUESTION 7
A food company offers monthly subscription meat boxes. People who buy bacon in the past 90 days typically spend 20% more. The company wants to use the Experience Platform to remind customers to add bacon to their upcoming subscription box to increase sales. Subscription boxes cannot be changed 2 weeks before delivery.
The company has the following data sources available to be imported:
• CRM system of customers
• Order Processing System detailing orders
• Product Catalog via Magento
• Adobe Analytics The company uses the following tools to market to customers:
• Email
• Google Display Ads
• Facebook
• Adobe Target for personalization
How should the engineer set up the segment?

A. emailOptInFlag = Yes AND Order Contains "Bacon* AND NextDeliveryDate > 14 days
B. Last 3 Orders Do not Contain "Bacon" AND NextDeliveryDate > 14 days AND LastWebVisit < 7 Days
C. emailOptInFlag = Yes AND Last 3 Orders Do not Contain 'Bacon" AND NextDeliveryDate > 14 days
D. Last 3 Orders Do not Contain "Bacon" AND NextDeliveryDate > 14 days

Correct Answer: D
Section:
Explanation:
This is the most effective workflow to send promotional discount offers to the target audience. By onboarding CRM data into AEP, the company can leverage the profile data and identity stitching features of AEP to create a unified view of their customers. By creating Adobe Analytics source connection in AEP, the company can ingest online behavior data from web and app into AEP dataset.
By building and deploying a propensity score model in data science workspace, the company can use the machine learning capabilities of AEP to predict the likelihood of customers to purchase based on their profile and behavior data. By creating a segment in AEP using the propensity score, web visits, distance from store, and purchase order data attributes, the company can use the segmentation service and UI of AEP to define and evaluate their target audience based on profile attributes and behaviors. By sharing the segment with Adobe Campaign, the company can activate their segment across multiple channels, such as email, SMS, postcard, Google Display Ads, and Facebook.
Reference: : Onboard Data into Platform : Connect Adobe Analytics Data Sources : Data Science Workspace Overview : Create a Segment : Share Segments with Destinations

QUESTION 8
After mapping a segment to an external destination, the user notices in the dataflow run tab that some of the identities have been excluded.
What are two things that could cause this issue? (Choose two.)
A. Some identities were not recognized by the destination
B. Some identities were missing attributes
C. Some identities were not enabled for activation
D. Some identities were not meeting consent policies

Correct Answer: A, D
Section:
Explanation:
These are two possible reasons why some identities have been excluded after mapping a segment to an external destination. Some identities were not recognized by the destination means that there was no matching identifier between AEP and the destination system. For example, if AEP sends email addresses as identifiers but the destination system expects phone numbers as identifiers, then there will be no match and those identities will be excluded. Some identities were not meeting consent policies means that there was a violation of data usage governance rules based on data labels and marketing actions. For example, if AEP sends PII data as part of a segment but the destination system is not authorized to use PII data for personalization purposes, then those identities will be excluded.
Reference: : Identity Mapping Overview : Data Usage Governance Overview

QUESTION 9
A global retailer wants to send promotional discount offers to the following:
Existing customers who are:
• Within 50 miles of their nearest store
• Have made one of the following:
• Visits to the website more than 3 times in the last 2 weeks
• Purchase of items worth more than $200 in the last 2 months
• Have high propensity to purchase
This offer will be sent via SMS if the customer has subscribed to SMS. Otherwise, the offer will be sent via email.
They have made the following digital investment:
• Adobe Experience Platform
• Adobe Audience Manager
• Adobe Analytics
• Adobe Campaign
• Adobe Target
• Adobe Advertising Cloud

• CRM
Which steps should the retailer take to meet the requirement?
A.
B. Onboard CRM data into AEP
C. Create Adobe Analytics and AAM source connection in AEP
D. Create segment in Adobe Target for visitors with high propensity score to purchase
E. Import segment in AEP and combine with web visits, distance from store, and purchase order data attributes
F. Share segment with Adobe Advertising Cloud
G.
H. Onboard CRM data into AEP
I. Create Adobe Analytics source connection In AEP
J. Share AEP data with AAM
K. Use Look-Alike Modeling in AAM to create the segment
L. Share segment with Target and Campaign
M.
N. Onboard CRM data into AEP
O. Create segment in Adobe Target for visitors with high propensity score to purchase
P. Import segment in AEP and combine with web visits, distance from store, and purchase order data attributes
Q. Share segment across Adobe Experience Cloud
R.
S. Onboard CRM data into AEP
T. Create Adobe Analytics source connection In AEP
U. Build and deploy a propensity score model in data science workspace
V. Create segment in AEP using the propensity score, web visits, distance from store, and purchase order data attributes
W. Share segment with Adobe Campaign

Correct Answer: C
Section:
Explanation:
This is the most suitable workflow to send personalized offers to existing customers who are within 50 miles of their nearest store, have made one of the following: visits to the website more than 3 times in the last 2 weeks, purchase of items worth more than $200 in the last 2 months, or have high propensity to purchase. By onboarding CRM data into AEP, the company can leverage the profile data and identity stitching features of AEP to create a unified view of their customers. By creating a segment in Adobe Target for visitors with high propensity score to purchase, the company can use the personalization capabilities of Adobe Target to predict the likelihood of customers to purchase based on their profile and behavior dat a. By importing the segment in AEP and combining it with web visits, distance from store, and purchase order data attributes, the company can use the segmentation service and UI of AEP to define and evaluate their target audience based on profile attributes and behaviors. By sharing the segment across Adobe Experience Cloud, the company can activate their segment across multiple channels, such as email, Google Display Ads, Facebook, and personalization. Reference: : Onboard Data into Platform : Create a Segment in Adobe Target : Create a Segment : Share Segments with Destinations

QUESTION 10
A clothing company is based in Canada. A marketer at the company wants to launch a summer sale email campaign to target customers who have browsed for any summer clothing in the last 90 days.
The marketer wants to send out the campaign on August 1.
The company sells the following summer products:
• Sandals
• Swimwear
• T-shirts
• Shorts
The available attributes are: customer_hobbies email opt in The available events are:
producLbrowse
product_category
itemjd

How should the marketer configure this campaign?

A.
For attributes select: email opt in = YES
For events select:
product.browse = last 90 days
producLcategory = sandals, swimwear, tshlrts. shorts
Save the segment and schedule the export for 8/1
For attributes select: email opt in = YES

B.
For attributes select: email opt in = YES
For events select:
product.browse = last 90 days
product.category = Sandals, Swimwear, Tshirts, Shorts
Save the segment and schedule the export for 7/31
For attributes select: email opt in = NO

C.
For events select:
product.browse = last 90 days
product.category = Sandals. Swimwear, Tshirts, Shorts
Save the segment and schedule the export for 7/31

D.
For events select:
item_id = 1221
product_category = Sandals, Swimwear, Tshirts, Shorts
Save the segment and schedule the export for 7/31

Correct Answer: B
Section:
Explanation:
This is the most appropriate workflow to launch a summer sale email campaign to target customers who have browsed for any summer clothing in the last 90 days. By selecting email opt in = YES as an attribute, the company can filter out customers who have not consented to receive email communications. By selecting product.browse = last 90 days and product.category = Sandals, Swimwear, Tshirts, Shorts as events, the company can capture customers who have shown interest in summer products recently. By saving the segment and scheduling the export for 7/31, the company can ensure that the segment is up to date and ready to be sent out on August 1. Reference: : Create a Segment : Schedule Segment Export

QUESTION 11
Which three menu options can be used to validate and monitor a destination? (Choose three.)

A. Systems View
B. Catalog
C. Overview
D. Browse
E. Services

Correct Answer: A, C, D
Section:
Explanation:
These are three menu options that can be used to validate and monitor a destination. Systems View allows users to see the status of dataflows between sources and destinations, as well as any errors or warnings. Overview allows users to see the basic information and settings of a destination, such as name, description, type, and activation status. Browse allows users to see the segments that have been shared with a destination, as well as their size and export status. Reference: : Systems View : Overview : Browse

QUESTION 12

Which structure allows the engineer to apply usage labels to attributes?

A. Schema
B. Dataset
C. Field groups

Correct Answer: A
Section:
Explanation:
Schema is the structure that allows the engineer to apply usage labels to attributes. Usage labels are tags that indicate the sensitivity or classification of data, such as PII or opt-out. By applying usage labels to attributes in a schema, the engineer can enable data usage governance for datasets that use that schema. Reference: : Schema Overview : Data Labels Overview

QUESTION 13
A marketer wants the ability to send win-back messaging to consumers through Instagram ads based on their last purchase, whether it occurred on the organization's App, website, or in-store.
The marketer has the following data sources available to be imported:
• Member Hub
• Digital Order Line (DOL)
• Brick Mortar Order Line (BMOL)
• Clickstream
How should the Experience Platform be set up?

A.
B. Bring in member profile data from Member Hub into AEP
C. Bring in transaction data (order id, purchase date, purchase amount, transaction details) - From DOL. BMOL, and Clickstream
D. Create segments in AEP based on channel - App, website, or in-store for customers who have made purchases in the last 2 months
E. Send audiences to Facebook via s3 destination exports
F.
G. Bring in member profile information from Clickstream into AEP
H. Bring in transaction data (order id, purchase date, purchase amount, transaction details) - From DOL, BMOL
I. Create segments in AEP based on channel - App. website, or in-store for customers who have not made purchases in the last 2 months
J. Send audiences to Facebook via s3 destination exports
K.
L. Bring in member profile data from Member Hub into AEP
M. Bring in transaction data (order id, purchase date, purchase amount, transaction details) - From DOL, BMOL, and Clickstream
N. Create segments in AEP based on channel - App, website, or in-store for customers who have made purchases in the last 2 months
O. Send audiences to Facebook
P.
Q. Bring in member profile information from Clickstream into AEP
R. Bring in transaction data (order id, purchase date, purchase amount, transaction details) - From DOL, BMOL
S. Create segments in AEP based on channel - App. website, or in-store for customers who have not made purchases in the last 2 months
T. Send audiences to Facebook

Correct Answer: C
Section:
Explanation:
This is the most effective workflow to send win-back messaging to consumers through Instagram ads based on their last purchase, whether it occurred on the organization's App, website, or in-store. By bringing in member profile data from Member Hub into AEP, the company can leverage the profile data and identity stitching features of AEP to create a unified view of their customers. By bringing in transaction data (order id, purchase date, purchase amount, transaction details) - From DOL, BMOL, and Clickstream into AEP dataset, the company can ingest online and offline purchase data from different sources into AEP. By creating segments in AEP based on channel - App, website, or in-store for customers who have made purchases in the last 2 months, the company can use the segmentation service and UI of AEP to define and evaluate their target audience based on profile attributes and behaviors. By sending audiences to Facebook via s3 destination exports, the company can activate their segment across multiple channels, such as Instagram ads.
Reference: : Onboard Data into Platform : Create a Segment : Share Segments with Destinations

QUESTION 14

A company wants to create a new segment of current customers to advertise to them through Google's Display Network to encourage them to download an exclusive white paper. The company wants to limit this segment to only include customers after they have watched one video from the company's gated knowledge center, and who have contracts that expire in 3 months.

The company has mar-tech tools and services with which they track and communicate with clients:
• Adobe Analytics
• Adobe Experience Platform
• Adobe Campaign Standard
• Adobe Experience Manager
• CRM
• Google Adwords Account Which steps should the company take to advertise?

A. Onboard the CRM data into the AEP dataset Create a segment in Analytics that matches the business requirements and send to AEP dataset Share the segment with Google Adwords
B. Onboard the CRM data Into the AEP dataset Create a segment in AEP-CDP that matches the business requirements Share the segment with Google Adwords
C. Onboard the CRM data into Adobe Analytics Create a segment in AEP-CDP that matches the business requirements Share the segment with Google Adwords

Correct Answer: B
Section:
Explanation:

This is the most effective workflow to create a new segment of current customers to advertise to them through Google's Display Network to encourage them to download an exclusive white paper.
By onboarding CRM data into AEP dataset, the company can leverage the profile data and identity stitching features of AEP to create a unified view of their customers. By creating a segment in AEPCDP that matches the business requirements, the company can use the segmentation service and UI of AEP to define and evaluate their target audience based on profile attributes and behaviors. By sharing the segment with Google Adwords, the company can activate their segment across multiple channels, such as Google's Display Network. Reference: : Onboard Data into Platform : Create a Segment : Share Segments with Destinations

QUESTION 15

A retailer wants to create a segment of existing customers who have browsed the website in the past hour. The web activity is being sourced from Adobe Analytics in real-time streaming, and the customer list comes daily as batch from the CRM system.
Which segment should the engineer create to evaluate streaming?

A. A segment that includes all customers and any customer whose last web activity Is older than 1 hour ago
B. A segment that only looks at the Adobe Analytics data source
C. A segment based on the Adobe Analytics data source and using membership in a Customer segment

Correct Answer: C
Section:
Explanation:

This is the most suitable segment to evaluate streaming data from Adobe Analytics in real-time and filter out customers who are not in the CRM system. By basing the segment on the Adobe Analytics data source, the company can use the streaming ingestion feature of AEP to capture web activity data in near real-time. By using membership in a Customer segment, the company can use an existing segment that contains customers from the CRM system as a filter criterion to exclude noncustomers from the segment. Reference: : Streaming Ingestion Overview : Create a Segment

QUESTION 16

A customer is bringing in data through the following AEP Source Connectors:
• HTTP Sink Connector via streaming for transaction data
• S3 Connector for their batch Profile data coming from a Data Lake Which segmentation evaluation is allowed9

A. Batch evaluation for all segment definitions
B. Streaming evaluation for all segment definitions
C. Combination of Batch segments evaluation depending on the segment definition
D. Streaming or Batch evaluation depending on the segment definition

Correct Answer: D
Section:
Explanation:

This is the correct answer because AEP allows users to choose between streaming or batch evaluation for their segments depending on their segment definition and data sources. Streaming evaluation is available for

segments that use streaming data sources, such as HTTP Sink Connector or Adobe Analytics Connector, and do not use any batch-only features, such as time windows or derived attributes. Batch evaluation is available for segments that use batch data sources, such as S3 Connector or FTP Connector, or use any batch-only features. Users can also switch between streaming and batch evaluation modes for their segments if they meet certain criteria. Reference:
: Segment Evaluation

QUESTION 17
A company launches a Facebook campaign with a custom landing page that was supposed to give a $50 voucher to customers who order within 2 hours of clicking on the link. The web developers forgot to add the tracking code to the checkout process, so the company does not know who ordered from the Facebook campaign-How should an engineer create the segment?
A)

Page Visited = Facebook Landing Page

THEN

Checkout = True

B)

Events within 2 hours

Page Visited = Facebook Landing Page

Checkout = True

C)

Page Visited = Facebook Landing Page

Checkout = True

D)

Events within 2 hours

Page Visited = Facebook Landing Page

THEN

A. Option A
B. Option B
C. Option C
D. Option D

Correct Answer: B
Section:
Explanation:
This is the most appropriate workflow to launch a summer sale email campaign to target customers who have browsed for any summer clothing in the last 90 days. By selecting email opt in = YES as an attribute, the company can filter out customers who have not consented to receive email communications. By selecting product.browse = last 90 days and product.category = Sandals, Swimwear, Tshirts, Shorts as events, the company can capture customers who have shown interest in summer products recently. By saving the segment and scheduling the export for 7/31, the company can ensure that the segment is up to date and ready to be sent out on August 1. Reference: : Create a Segment : Schedule Segment Export

QUESTION 18
A company launches a Facebook campaign with a custom landing page that was supposed to give a $50 voucher to customers who order within 2 hours of clicking on the link. The web developers forgot to add the tracking code to the checkout process, so the company does not know who ordered from the Facebook campaign-How should an engineer create the segment?
A. Aggregation functions

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B. Analytical functions

C. Count functions

Correct Answer: B
Section:
Explanation:
Analytical functions are functions that allow users to perform complex calculations on data within a segment definition. For example, users can use analytical functions to calculate averages, sums, counts, ranks, percentiles, and more. Analytical functions can help users create more advanced segments based on derived metrics or attributes. Reference: : Analytical Functions Overview

QUESTION 19
A customer brings in their data from CRM and Data Lake sources daily through Adobe Experience Platform Sources. Which Segmentation(s) evaluation is allowed?

A. Batch Evaluation

B. Streaming Evaluation

C. Batch and Streaming Evaluation

Correct Answer: A
Section:
Explanation:
Batch evaluation is the only segmentation evaluation mode that is allowed for a customer who brings in their data from CRM and Data Lake sources daily through Adobe Experience Platform Sources. Batch evaluation is available for segments that use batch data sources, such as S3 Connector or FTP Connector, or use any batch-only features, such as time windows or derived attributes. Batch evaluation runs periodically based on the segment refresh interval. Reference: : Segment Evaluation

QUESTION 20
A credit union wants to create a segment based on all customers who currently have a home loan with the credit union, pay through auto pay, and have logged in within the last 2 weeks but do not have a credit card issued through the credit union.
Which criteria does the engineer need to create this segment?

A.
• Customer exists within the client dataset
• Customer has logged in within the last 30 days
• Customer has a home loan with the credit union
• Customer has auto pay set up for paying the home loan
• Customer acquired a credit card in the last 30 days

B.
• Customer exists within the client dataset
• Customer has logged in within the last 30 days
• Customer has a home loan with the credit union
• Customer pays by check for their home loan
• Customer acquired a credit card in the last 30 days

C.
• Customer exists within the client dataset
• Customer has logged in within the last 14 days
• Customer has a home loan with the credit union
• Customer has auto pay set up for paying the home loan
• Customer has not acquired a credit card

D.
• Customer exists within the client dataset
• Customer has logged in within the last 14 days
• Customer has a home loan with the credit union
• Customer pays by check for their home loan
• Customer has not acquired a credit card

Correct Answer: C
Section:
Explanation:
This is the most suitable criteria to create a segment based on all customers who currently have a home loan with the credit union, pay through auto pay, and have logged in within the last 2 weeks but do not have a credit card issued through the credit union. By selecting customer exists within the client dataset as an attribute, the company can filter out non-customers from the segment. By selecting customer has logged in within the last 14 days as an attribute, the company can capture customers who have shown recent activity on their account. By selecting customer has a home loan with the credit union and customer has auto pay set up for paying the home loan as attributes, the company can identify customers who have a specific product and payment method with the credit union. By selecting customer has not acquired a credit card as an attribute, the company can exclude customers who already have a credit card issued through the credit union. Reference: : Create a Segment

QUESTION 21
A marketer for a telecommunication company is designing a campaign for their existing customers to upgrade to the latest smartphone device. The marketer also does not want to annoy customers who have already upgraded or have not opted in for email.
Which attributes should be used to meet the requirement?
A. hasUpgraded=false AND emailOptIn=true
B. hasUpgraded=True OR emailOptIn=true
C. hasUpgraded=true AND emailOptIn=false

Correct Answer: A
Section:
Explanation:
This is the most suitable criteria to meet the requirement of sending win-back messaging to consumers through Instagram ads based on their last purchase, whether it occurred on the organization's App, website, or in-store. By selecting hasUpgraded=false as an attribute, the company can filter out customers who have already upgraded to the latest smartphone device. By selecting emailOptIn=true as an attribute, the company can filter out customers who have not opted in for email communications. Reference: : Create a Segment

QUESTION 22
A user wants to target customers who have browsed the products.com website in the last 30 days.
The available attributes are: Last_Website_Browse
Last_App_Browse Last_Activity
The available events are:
Website.Browse
App.Browse
Where can the user define time parameters for the segment?
A. In the destination schedule UI
B. In the attribute "LasLWebsite.Browse" only
C. In the attribute 'Last.Activity" or the 'App.Browse'' event
D. In the attribute rLast.Website_Browse" or the event rWebsite_Browse"

Correct Answer: D
Section:
Explanation:
The correct answer is D because it matches the scenario given in the question. The user can define time parameters for the segment in the attribute "Last_Website_Browse" or the event "Website_Browse". The other options do not allow the user to specify the time frame of 30 days.
Reference: https://experienceleague.adobe.com/docs/experienceplatform/ rtcdp/segmentation/segment-builder-guide.html?lang=en

QUESTION 23
A user wants to use the AEP UI to create an audience that includes customers who have an email address, are from the same country, and are interested in painting or drawing.
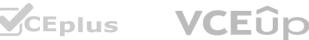What should the user do?
A. Drag and drop email address and country attributes using 'AND' logic and create a container for painting and drawing and change the logic of that container to "OR"
B. Drag and drop all attributes and use "AND" logic for all attributes

C. Drag and drop painting and drawing attributes using 'AND- logic and create a container for email address and country and change the logic of ° that container to "AND"

D. Drag and drop all attributes and use "OR" logic for all attributes

Correct Answer: A
Section:
Explanation:
The correct answer is A because it matches the requirement given in the question. The user needs to drag and drop email address and country attributes using 'AND' logic to ensure that the customers have an email address and are from the same country. Then, the user needs to create a container for painting and drawing and change the logic of that container to "OR" to ensure that the customers are interested in either painting or drawing or both. Reference:

https://experienceleague.adobe.com/docs/experience-platform/rtcdp/segmentation/segmentbuilder-guide.html?lang=en

QUESTION 24
A fast food company just bought real-time CDP. The company wants to create a new marketing campaign to encourage existing customers who do not eat breakfast at their restaurants to try their new breakfast sandwich. The engineer logs in and sees the following profile attributes and segments already set up.
Segments
• Breakfast Eaters
• Lunch Eaters
• Dinner Eaters
• High-Value Dinners
Profile Attributes
• Favorite Location
• Favorite Breakfast Meal
• Favorite Lunch Meal
• Favorite Dinner Meal
• Last Purchase
How should the engineer create a segment to meet the customer's needs?

A. Favorite Breakfast Meal is Nulll or Empty
AND
B. Favorite Lunch Meal is NOT Null or Empty
OR
Favorite Dinner Meal is NOT Null or Empty
C. Must Exist in Lunch Eaters
OR
Must Exist in Dinner Eaters
D. Must Not Exist in Breakfast Eaters
E. Favorite Breakfast Meal is Null or Empty

Correct Answer: C
Section:
Explanation:
The correct answer is C because it matches the requirement given in the question. The engineer needs to create a segment that excludes customers who eat breakfast at their restaurants. The easiest way to do this is to use the existing segments and select "Must Not Exist in Breakfast Eaters".
The other options do not exclude all breakfast eaters or are too complicated. Reference:

https://experienceleague.adobe.com/docs/experience-platform/rtcdp/segmentation/segmentbuilder-guide.html?lang=en

QUESTION 25
A financial services company wants to create a segment based on all people who have spent more than $400 on their credit card in the last 48 hours.
Which segment building block should be used to create this segment?

A. A transaction event

B. Credit card spent attribute
C. An aggregate of transaction events
D. A pre-existing audience of credit card spenders

Correct Answer: C
Section:
Explanation:
The correct answer is C because it matches the scenario given in the question. The user needs to use an aggregate of transaction events to create a segment based on the total amount spent on their credit card in the last 48 hours. The other options do not allow the user to specify the time frame or the amount spent. Reference: https://experienceleague.adobe.com/docs/experienceplatform/ rtcdp/segmentation/segment-builder-guide.html?lang=en

QUESTION 26
A destination segment export is set up to send data to an email provider with the default file name.
The receiving team asks for the file name to be modified to be more descriptive.
Which three options can the engineer add? (Choose three.)
A. Date and Time
B. Counter Variable
C. Custom Text
D. Data Attribute
E. Segment Name

Correct Answer: A, B, C
Section:
Explanation:
The correct answers are A, B, and C because they are valid options that can be added to modify the file name. The engineer can add date and time, counter variable, or custom text to make the file name more descriptive. The other options are not available or relevant for modifying the file name.
Reference: https://experienceleague.adobe.com/docs/experienceplatform/ rtcdp/destinations/overview.html?lang=en

QUESTION 27
A customer sets up a destination with deduplication enabled on phone number and has two customer records that look as shown:
Customer 1
Email: mjones1@example.com Phone: 555 124 1234 First Name: Mary Last Name: Jones Create
Date: 2//2/2012
Customer 2
Email: mjones@example.com
Phone: 555 124 1234
First Name: Mary
Last Name: J
Create Date: 2//2/2021
What will the destination file look like?
A. Email, Phone, First Name, Last Name, Create Date mjones1@example.com, 555 1241234, Mary, Jones, 2//2/2012 mjones@example.com. 555 1241234, Mary, J, 2//2/2021
B. Email, Phone, First Name, Last Name, Create Date mjones@example.com, 555 124 1234, Mary J, 2//2/2021
C. Email, Phone, First Name, Last Name, Create Date mjones1@example.com, 555 1241234, Mary, Jones, 2//2/2012

Correct Answer: C
Section:
Explanation:
The correct answer is C because it matches the outcome of deduplication enabled on phone number.
The destination file will only include one customer record per phone number, and it will choose the record with the earliest create date. In this case, Customer 1 has an earlier create date than Customer 2, so Customer 1 will be included in the destination file and Customer 2 will be excluded.

Reference: https://experienceleague.adobe.com/docs/experienceplatform/ rtcdp/destinations/overview.html?lang=en

QUESTION 28
A company is collecting data where the source data is not automatically hashed. According to data privacy policies, the data must be hashed to all destinations when exporting any data.
What must the engineer select to correctly send the data?
A. Apply Transformation
B. Enable Hashing
C. Transform Data

Correct Answer: B
Section:
Explanation:
The correct answer is B because it matches the requirement given in the question. The engineer must select "Enable Hashing" to hash the data according to data privacy policies when exporting any data. The other options do not apply hashing or are not available for destination export. Reference:
https://experienceleague.adobe.com/docs/experience-platform/rtcdp/destinations/overview.html?lang=en

QUESTION 29
The Profile is set up with the following attributes:
• EmaiLaddress
• firstName
• lastName
• CRM_id
Some customers do not provide email addresses, and some addresses may be duplicate with different CRM id's. The client wants a file to be sent to Email provider so that customers can be sent a promotional email.
Which option should the engineer choose to make sure that only a single record per email address is sent?
A. Set up deduplication by the composite key EmaiLaddress + lastName and mark it as Mandatory
B. Set up deduplication by the composite key EmaiLaddress + firstName
C. Set up deduplication by the key EmaiLaddress and mark it as Mandatory
D. Set up deduplication by the composite key EmaiLaddress + CRMJd and mark It as Mandatory

Correct Answer: C
Section:
Explanation:
The correct answer is C because it matches the requirement given in the question. The engineer needs to set up deduplication by the key EmailAddress and mark it as Mandatory to make sure that only a single record per email address is sent. The other options do not ensure uniqueness or are not valid keys for deduplication. Reference: https://experienceleague.adobe.com/docs/experienceplatform/
rtcdp/destinations/overview.html?lang=en

QUESTION 30
An engineer is scheduling a destination export for email marketing and cloud storage destinations.
The customer wants to make sure unique profiles are sent over and primary identifiers are included.
What should the engineer do during configuration?
A. In the select attribute page:
• Check the mandatory key across the Unique identifier attribute
• Check the Deduplication Key across the Profile attributes
B. While Creating the schedule:
• Check the mandatory key across the Unique identifier attribute
• Check the Deduplication Key across the Profile attributes
C. In the select attribute page:
• Check the mandatory key across all attributes in the create schedule page:
• Check the Deduplication Key across the Profile attributes
D. As part of Account setup process:

• Select the deduplicate option for export using Unique identifier

Correct Answer: A
Section:
Explanation:
The correct answer is A because it matches the requirement given in the question. The engineer needs to select the attributes in the select attribute page and check the mandatory key across the Unique identifier attribute and the Deduplication Key across the Profile attributes. This will ensure that only unique profiles are sent over and primary identifiers are included. The other options do not allow the engineer to select the attributes or check the keys. Reference:
https://experienceleague.adobe.com/docs/experienceplatform/ rtcdp/destinations/overview.html?lang=en

QUESTION 31
A customer wants to send out a personalized monthly reminder email to all customers that have opted in to tell them about the monthly specials.
Which attributes should be sent to the destination?
A. Email Address
Email Opt In Flag
B. Email Address
Name
C. Email Opt In Flag
Name

Correct Answer: B
Section:
Explanation:
The correct answer is B because it matches the requirement given in the question. The customer wants to send out a personalized monthly reminder email, so they need to send the Email Address and Name attributes to the destination. The other options do not include both of these attributes or are irrelevant for personalization. Reference: https://experienceleague.adobe.com/docs/experienceplatform/
rtcdp/destinations/overview.html?lang=en

QUESTION 32
A company collects data from a web form on its site. The company wants to merge the data from the form and deduplicate the information against existing customer data:
Company Existing Profile Data:
• companyEmail: celeste.brown@bluewidgetcompany.com
• fName: Celeste
• lName: Brown-Smith
• officePhone: 555-555-7787
• mobilePhone: 555-555-1212
• companyName: Blue Widget Company
• companyPosition: Manager
Data From Web Form Submitted:
• companyEmail: celeste.brown@bluewidgetcompany.com
• fName: Celeste
• lName: Brown-Smith
• officePhone: 555-555-7700
• mobilePhone: 555-555-1212
• companyName: Blue Widget Company
• companyPosition: Director
Assume deduplication by the composite key companyEmail + lName + mobilePhone and the new web form data supersedes current data.
Which entry will the export file contain?
A. companyEmail, mobilePhone, lname, (name, companyName, companyPosition, officePhone celeste.brown@bluewidgetcompany.com, 555-555-1212, Brown-Smith, Celeste, Blue Widget Company, Director, 555-555-7700 celeste.brown@bluewidgetcompany.com, 555-555-1212, Brown-Smith, Celeste, Blue Widget Company. Manager. 555-555-7787

B. companyEmail, mobilePhone, Iname, fname, companyName. companyPosition, officePhone celeste.brown@bluewidgetcompany.com, 555-555-1212, Brown-Smith, Celeste. Blue Widget Company, Director, 555-555-7700

C. companyEmail, mobilePhone, Iname, fname, companyName, companyPosition, officePhone celeste.brown@bluewidgetcompany.com, 555-555-1212, Brown-Smith, Celeste, Blue Widget Company, Manager. 555-555-7787

Correct Answer: B
Section:
Explanation:
The correct answer is B because it matches the outcome of deduplication enabled on the composite key companyEmail + IName + mobilePhone. The destination file will only include one customer record per composite key, and it will choose the record with the latest data if there is a conflict. In this case, Customer 2 has a newer officePhone number than Customer 1, so Customer 2 will be included in the destination file and Customer 1 will be excluded. Reference:
https://experienceleague.adobe.com/docs/experienceplatform/ rtcdp/destinations/overview.html?lang=en

QUESTION 33
A real-time CDP Email destination requires a hashed email address as part of the File export. The Profile is set up with an email address in plaintext.
Which selection should the engineer choose to set up the destination?
A. Apply transformation
B. Pre encrypt data
C. Map to Email

Correct Answer: B
Section:
Explanation:
The correct answer is B because it matches the requirement given in the question. The engineer needs to select "Enable Hashing" to hash the email address as part of the File export. The other options do not apply hashing or are not available for destination export. Reference:
https://experienceleague.adobe.com/docs/experienceplatform/ rtcdp/destinations/overview.html?lang=en

QUESTION 34
A B2B company wants to send out an email or text invitation to their exclusive new product webinar to current clients who have viewed their new products web page within their customer only portal and have opted into receiving communications.
Which data fields should be sent to the destination?
A. Name
Mobile Phone Number
Opt In Flag for Texts
B. Name
Email Address
Opt In Flag for Emails
C. Name
Email Address
New Product Page Viewed Flag
D. Name
Mobile Phone Number
Email Address

Correct Answer: D
Section:
Explanation:
The correct answer is D because it matches the requirement given in the question. The customer wants to send out an email or text invitation, so they need to send the Name, Mobile Phone Number, and Email Address data fields to the destination. The other options do not include all of these data fields or are irrelevant for sending an invitation. Reference:
https://experienceleague.adobe.com/docs/experienceplatform/ rtcdp/destinations/overview.html?lang=en