# [Dec 15, 2024 Latest Adobe Experience Platform AD0-E602 Actual Free Exam Questions [Q14-Q30


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Adobe Experience Platform AD0-E602 Dumps Updated Practice Test and 52 unique questions

**Q14.** A Real-time CDP Business Practitioner must enable a scheduled evaluation of an organization’s segments How should the segments be toggled on?
* Add all segments to a destination
* Create a scheduled segment
* Add all segments to schedule

According to the Adobe documentation, to enable scheduled evaluation of segments, the practitioner must add all segments to schedule by selecting them from the Segments tab and clicking on “Add to schedule” from the action bar. Reference: https://experienceleague.adobe.com/docs/experience-platform/segmentation/ui/schedule-segments.html?lang=en#schedule-segments

**Q15.** A Real-Time CDP Business Practitioner has a client who wants to target audiences across Facebook. To send segments to this social destination, what are the first two steps they should take? (Choose two.)
* Check Facebook account prerequisites
* Confirm use cases for journey optimization
* Connect to the destination

* Export segment to destination
According to the Adobe documentation, the first step to send segments to Facebook is to check the Facebook account prerequisites, such as having a Facebook Business Manager account, a Facebook app ID, and a Facebook system user access token. The second step is to connect to the destination by creating a new destination of type Facebook connection and providing the required information. Reference: https://experienceleague.adob

**Q16.** Which two standard widgets are available in a Profiles overview dashboard of Real-time CDP? (Choose two.)
* Profiles added
* Profile source
* Identity graph
* Identity overlap
According to the Adobe documentation, profiles added and profile source are two standard widgets that are available in a Profiles overview dashboard of Real-time CDP. Profiles added widget shows the number of profiles that have been added to the platform over time. Profile source widget shows the breakdown of profiles by their source type, such as batch or streaming. Reference: https://experienceleague.adobe.com/docs/experience-platform/profile/ui/overview.html?lang=en#profiles-overview-dashboard

**Q17.** A Real-Time CDP Business Practitioner has composed a schema and a dataset has been created that references that schem a. Data is then ingested and stored in the Data Lake.

Which Platform service is the best place to analyze the data to support different use cases?
* Query Services
* Data Science Workspace
* Catalog Service
* Real-time Customer Profile
According to the Adobe documentation, Query Services is the best platform service to analyze the data to support different use cases. Query Services enables users to query data stored in the Data Lake using SQL or Spark SQL. Query Services also supports various data formats, such as Parquet, CSV, JSON, or Avro. Query Services can be used for various use cases, such as data exploration, data validation, data transformation, data visualization, or data export. Reference: https://experienceleague.adobe.com/docs/experience-platform/query/home.html?lang=en#query-service-overview

**Q18.** A Real-Time CDP Business Practitioner is working with a client and needs to process a request to access or delete through the privacy service.

What must the Real-Time CDP Business Practitioner include in the request?
* Segment and namespace
* Identity and segment
* Identity and namespace
* Last name and segment
According to the Adobe documentation, identity and namespace are the two required fields that must be included in a request to access or delete through the privacy service. Identity is the value of the identifier for the profile, such as an email address or a phone number. Namespace is the type of identifier, such as ECID or CRM ID. Reference: https://experienceleague.adobe.com/docs/experience-platform/privacy/ui/create-request.html?lang=en#required-fields

**Q19.** A retailer implements Adobe real-time CDP and is able to combine in-store purchase data with purchase data from their website using a phone number as the primary key.

Which two data segments targeted in paid campaigns will become more accurate and result in CPA uplift? (Choose two.)
* In-store Purchasers
* Past Purchase >30 Days
* Frequent Purchasers

* Desktop browsers

According to the Adobe documentation, by combining in-store purchase data with online purchase data using a phone number as the primary key, the retailer can create more accurate segments of customers based on their purchase behavior across channels. For example, the retailer can target in-store purchasers who have not bought online yet, or frequent purchasers who have bought both online and offline multiple times. These segments can be targeted in paid campaigns to increase conversion rates and reduce cost per acquisition (CPA). Reference:
https://experienceleague.adobe.com/docs/experience-platform/segmentation/home.html?lang=en#segmentation

**Q20.** A Real-time CDP Business Practitioner is working to apply data labels according to DULE labeling.

At which level would should the business practitioner apply labels to propagate to chosen datasets and fields?

* Dataset
* Table
* Connection
* Schema

According to the Adobe documentation, DULE labeling is a framework that allows applying data usage labels (DULs) to data fields based on their usage category (Descriptive, Underlying, Linked, or Extracted). DULs can be applied at the schema level, which means they will propagate to all datasets and fields that use that schema. Reference:
https://experienceleague.adobe.com/docs/experience-platform/data-governance/dule/dule-overview.html?lang=en#dule-overview

**Q21.** A Data Steward was recently hired to ensure data governance for a large insurance company. Which two roles will be part of their main job assignment? (Choose two.)

* Use data to design new customer experiences.
* Creating data policies and applying them to datasets and fields.
* Creating batch integrations and data schemas.
* Reviewing data, datasets, and data samples to apply and manage metadata usage labeling.

According to the Adobe documentation, a Data Steward is a role that is responsible for ensuring data quality, compliance, and governance across the organization. Some of the main tasks of a Data Steward include creating data policies and applying them to datasets and fields, reviewing data, datasets, and data samples to apply and manage metadata usage labeling, monitoring data quality issues and resolving them, etc. Reference:
https://experienceleague.adobe.com/docs/experience-platform/data-governance/home.html?lang=en#roles

**Q22.** A Real-Time CDP Business Practitioner has to create a new segment of California residents. What field group tile should they drag onto the segment builder canvas?

* Audiences
* Events
* Attributes

According to the Adobe documentation, attributes are fields that describe profile characteristics or traits, such as demographic information, preferences, or interests. Attributes can be dragged onto the segment builder canvas to define segment rules based on attribute values or ranges. In this case, the practitioner can drag an attribute that indicates the state of residence and set it to California. Reference:
https://experienceleague.adobe.com/docs/experience-platform/segmentation/ui/segment-builder.html?lang=en#attributes

**Q23.** A banking and insurance company has “memberid” as the unique user id for customers who land on their website from Google organic search and authenticate.

Which namespace is recommended to fetch profiles for known customers?

* Custom namespace for memberid
* Custom namespace for Google Click ID
* Customer namespace for authenticated id

According to the Adobe documentation, a custom namespace is a namespace that is created by the user to define a specific type or source of identity value that is not available in the predefined namespaces. A custom namespace for memberid would be recommended to fetch profiles for known customers who land on their website from Google organic search and authenticate, because memberid is a unique user id that is specific to this use case and not covered by any predefined namespace. Reference: https://experienceleague.adobe.com/docs/experience-platform/profile/identity-service/namespace.html?lang=en#custom-namespaces

**Q24.** An Adobe Real-Time CDP Business Practitioner needs to exclude certain opt-out events from all segments used in off-site targeting by a company data governance policy enforcer.

Which type of data usage label should be applied to this data?
* Identity
* Sensitive
* Contract

According to the Adobe documentation, contract is a type of data usage label that indicates data that has contractual limitations on how it can be used, such as opt-out events or third-party data. Contract data can be excluded from segments used in off-site targeting by applying data usage policies that enforce data governance rules. Reference: https://experienceleague.adobe.com/docs/experience-platform/data-governance/dule/dule-overview.html?lang=en#dule-overview

**Q25.** A client asks a Real-Time CDP Business Practitioner to use a schema in the Real-Time Customer Profile. Which identity must the practitioner set?
* Primary identity
* Secondary identity
* Identity class

According to the Adobe documentation, primary identity is an identity that must be set in a schema in order to use it in Real-Time Customer Profile. Primary identity is an identity that uniquely identifies each profile within a dataset and across datasets within a tenant. Primary identity can be either predefined or custom, but it must have cardinality of one-to-one or many-to-one. Reference: https://experienceleague.adobe.com/docs/experience-platform/profile/identity-service/schema.html?lang=en#primary-identity

**Q26.** A financial services start-up implements Adobe Real-Time CDP and ingests third-party data with lead information. The start-up provides credit cards with crypto currency bonus offers.

Which two attributes could be used to understand high-value prospects? (Choose two.)
* Number of bank accounts
* Household income
* Credit score
* Bitcoin price

Two attributes that could be used to understand high-value prospects are household income and credit score. Household income indicates the financial capacity and spending power of a prospect, which could affect their interest in credit cards with crypto currency bonus offers. Credit score indicates the creditworthiness and risk level of a prospect, which could affect their eligibility and approval for credit cards with crypto currency bonus offers.

**Q27.** A Real-time CDP Business Practitioner set up a profile segment using Experience Event data on a Profile-enabled dataset on January 1, 2022. The segment size at creation was 25,000. When revisiting the segment at the end of February, the segment size decreased to 10,000.

What explains this decrease in segment size?
* The dataset had a 30-day TTL set.
* More profiles met the segment criteria during the time difference.
* The created segment was activated to a destination.

According to the Adobe documentation1, TTL (time-to-live) is a setting that determines how long data is retained in a dataset before

it is deleted. If the dataset had a 30-day TTL set, then any data that was older than 30 days would be removed from the dataset, which could explain the decrease in segment size over time. Reference: 1
https://experienceleague.adobe.com/docs/experience-platform/ingestion/home.html?lang=en#time-to-live

**Q28.** An Adobe Real-Time CDP Business Practitioner wants to create a segment of users who have purchased an item in the last 90 days and then purchased another item 5 days later.

What type of segmentation could be used?
* Frequency Segmentation
* Recency Segmentation
* Sequential Segmentation
According to the Adobe documentation, sequential segmentation is a type of segmentation that allows defining a sequence of events or attributes that must occur in a specific order for a profile to qualify for a segment. This type of segmentation can be used to create a segment of users who have purchased an item in the last 90 days and then purchased another item 5 days later. Reference:
https://experienceleague.adobe.com/docs/experience-platform/segmentation/ui/sequential-segments.html?lang=en

**Q29.** Before using Adobe Real-Time CDR a telecommunications company was directly uploading a segment of likely-to-churn customers from SalesForce Marketing Cloud into Facebook for its social campaigns every 7 days. Now, the company can stream this data into RTCDP for segmentation and share with the Facebook connector in near real-time.

Which two metrics can be tracked to calculate the value of RTCDP for this customer? (Choose two.)
* CPM
* Time-to-market
* CPA
* AOV
Two metrics that can be tracked to calculate the value of RTCDP for this customer are time-to-market and CPA. Time-to-market measures how quickly the customer can reach their target audience with relevant offers and messages using RTCDP’s near real-time segmentation and activation capabilities. CPA (cost per acquisition) measures how much it costs the customer to acquire a new customer or retain an existing one using RTCDP’s data-driven optimization and personalization features.

**Q30.** A publication who is an Adobe Real-Time CDP customer wants to reach users who filled out different forms to subscribe to newsletters on their site. When they create one segment of form 1 the size is 5,000 profiles. When they create a second segment of people who filled out form 2 the size is 10,000 profiles. However, when they create a segment that includes form 1 OR form 2, the number of subscribers is 12,000.

What explains why the segment size which includes both forms is 12,000?
* 3,000 people filled out form 1 or form 2
* 12,000 people out both form 1 and form 2
* 3,000 people filled out both form 1 and form 2
The explanation for why the segment size which includes both forms is 12,000 is that 3,000 people filled out both form 1 and form 2. This can be derived from the following formula:

Segment size of form 1 OR form 2 = Segment size of form 1 + Segment size of form 2 – Segment size of form 1 AND form 2 Plugging in the given numbers, we get:

12,000 = 5,000 + 10,000 – Segment size of form 1 AND form 2

Solving for Segment size of form 1 AND form 2, we get:

Segment size of form 1 AND form 2 = 3,000

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