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QUESTIONS & ANSWERS

DEMO VERSION

(LIMITED CONTENT)

Question 1

As a Real-Time Business Practitioner, it is required to create a custom merge policy in Adobe Experience Platform for an upcoming use case to ensure profile attributes to take precedence from latest datasets and are applied across all datasets automatically.

Which merge method should the practitioner select?

Options:
A- Dataset timestamp
B- Timestamp ordered
C- Dataset precedence

Answer:
B

Explanation:
According to the Adobe documentation, timestamp ordered is a merge method that can be used to create a custom merge policy in Adobe Experience Platform for an upcoming use case to ensure profile attributes take precedence from latest datasets and are applied across all datasets automatically. Timestamp ordered merge method prioritizes profile attributes based on their ingestion timestamp, with newer values taking precedence over older values. Timestamp ordered merge method also applies globally across all datasets within a tenant. Reference: https://experienceleague.adobe.com/docs/experience-platform/profile/merge-policies/methods.html?lang=en#timestamp-ordered

Question 2

Question Type: MultipleChoice

A Real-Time CDP customer wants to share a customer segment using the identity namespace personalEmail.address across marketing channels.

For which destinations must these email addresses be transformed into the SHA256 format as the target identity?

A- Linkedin Matched Audiences connection

Google Customer Match connection

Facebook connection

B- Amazon S3 connection

Salesforce Marketing Cloud connection

C- Facebook connection

Salesforce Marketing Cloud connection

Linkedin Matched Audiences connection

Google Customer Match connection

Answer:

C

Explanation:

According to the Adobe documentation, some destinations require email addresses to be hashed using SHA256 algorithm before they can be used as target identities. These destinations include Facebook, Salesforce Marketing Cloud, Linkedin Matched Audiences, and Google Customer Match. Reference: https://experienceleague.adobe.com/docs/experience-platform/destinations/ui/destination-actions.html ?lang=en#hashing-email-addresses

Question 3

Question Type: MultipleChoice

A Real-Time CDP Business Practitioner is working with a client who requires automatic authentication Which type of ingestion should the practitioner choose?

Options:

A- Batch

B- Streaming

C- Real-Time

Answer:

A

Explanation:

According to the Adobe documentation3, batch ingestion is the type of ingestion that supports automatic authentication. Batch ingestion enables data to be ingested periodically from sources such as databases, cloud storage, or CRM systems.Batch ingestion also supports authentication methods such as OAuth 2.0, API key, or username and password.
Reference:3https://experienceleague.adobe.com/docs/experience-platform/ingestion/home.html?lang=en#batch-ingestion

Question 4

Question Type: MultipleChoice

A Real-Time CDP Business Practitioner needs to analyze a segment's profile count. The business practitioner is interested in the number of new profiles that are part of the segment and the number of profiles that are getting removed from the segment.

Which profile status types can the practitioner use for this scenario?

Options:

A- Realized and Leaving
B- Qualified and Existing
C- Realized and Exiting

Answer:

C

Explanation:

According to the Adobe documentation, realized profiles are those that have newly qualified for a segment, while exiting profiles are those that have been removed from a segment due to no longer meeting the segment definition. These profile status types can be used to analyze the segment's profile count over time. Reference:
https://experienceleague.adobe.com/docs/experience-platform/segmentation/ui/segment-profile-count.html?lang=en#profile-status-types

Question 5

Which two standard widgets are available in a Profiles overview dashboard of Real-time CDP? (Choose two.)

Options:

A- Profiles added

B- Profile source

C- Identity graph

D- Identity overlap

Answer:

A, B

Explanation:

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

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