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## QUESTIONS & ANSWERS
# DEMO VERSION
## (LIMITED CONTENT)

# Question 1

A customer is bringing their brand data using Mobile and Web SDK into AEP to use for brand marketing using Adobe Real-Time CDP. The client has a license limited to 5 million Addressable Audience. What strategy should be adopted by the Data Architect to keep profile count in check and within license limits?

## Options:

A- Experience Event TTL

B- Privacy API Deletes

C- Pseudonymous TTL

D- Datalake Storage TTL

## Answer:

C

## Explanation:

In Adobe Experience Platform, managing the Addressable Audience count is critical for license compliance, especially when ingesting high volumes of top-of-funnel data via Web and Mobile SDKs. Pseudonymous TTL (Time-to-Live) is the primary architectural strategy used to automatically manage the lifecycle of profiles that lack a durable identity.

When users browse a website or app anonymously, the system creates profiles keyed off a pseudonymous identifier (like an ECID). Without a management strategy, these transient profiles persist indefinitely, quickly exhausting the 5 million profile license limit. By configuring a Pseudonymous TTL at the sandbox or identity level, the architect can instruct the Real-Time Customer Profile service to automatically delete profiles that have not seen any activity within a specific timeframe (e.g., 14 or 30 days) and do not possess a 'durable' identity (such as an Email or CRM ID).

Option A (Experience Event TTL) removes individual events but does not delete the profile record itself. Option B (Privacy API) is intended for one-off GDPR/CCPA requests, not automated capacity management. Option D (Datalake Storage TTL) only affects the long-term storage and not the Active Profile count used for licensing. By implementing Option C, the architect ensures that only active or known customers occupy the 5 million slots, while stale, anonymous fragments are purged to make room for new prospects.

# Question 2

Which two activation patterns would be most suitable to implement when the marketer needs to send updates to a third-party tool at daily intervals? (Choose two.)

## Options:

A- Real-Time

B- Asynchronous

C- Batch

D- Scheduled

## Answer:

C, D

## Explanation:

When a business requirement specifies that data updates must be sent to a third-party tool at a fixed daily interval, the architecture must leverage Batch (C) and Scheduled (D) activation patterns. In Adobe Real-Time CDP, destinations are categorized based on how they receive data. Batch-based destinations (such as Amazon S3, SFTP, or Azure Blob Storage) are specifically designed to export data in files rather than individual event streams.

The Scheduled pattern is the operational component that triggers these batch exports. Within the destination dataflow configuration, a marketer can define an export schedule, such as 'Daily,' to ensure that all profile attributes and segment memberships that have changed or qualified since the last run are bundled into a file and delivered to the external tool. This approach is highly efficient for third-party systems that do not support real-time APIs or for use cases where high-volume data synchronization is preferred over instantaneous updates.

Options A and B are incorrect for this specific use case. Real-Time (streaming) activation sends updates immediately as they occur, which contradicts the 'daily interval' requirement. Asynchronous is a technical processing method but not a configurable activation pattern within the Adobe Experience Platform UI. By combining a Batch destination with a Daily Schedule, the marketer ensures predictable data delivery that aligns with the processing capabilities of the third-party tool while maintaining system performance by avoiding unnecessary constant streaming.

# Question 3

Question Type: MultipleChoice

A financial services broker firm provides training to brokers and agencies. Based on the different trainings attended and browsed through pages, the firm would like to personalize next session visits. The firm has Adobe Experience Platform WebSDK and Target implementation.

Which two applicable implementation options would achieve next session personalization? (Choose two.)

## Options:

A- Edge Audiences can be built and used without configuring edge segmentation at datastream level.

B- Adobe Target can be deployed through at.js, server-side, or hybrid implementation methods. The user should have access to default workspace in Target.

C- A datastream with Adobe Target and Experience Platform configured as services ts required. The user should have access to default workspace in Target.

D- A datastream with Adobe Target and Experience Platform configured as services is required. The user need not have Approver role in Target

## Answer:

B, C

# Question 4

Question Type: MultipleChoice

Which type of constraint can be defined in the Batch API's payload while sending bulk data to Adobe Real-Time CDP?

## Options:

A- Encryption Type

B- Batch Size

C- Data Schema

D- Batch Frequency

## Answer:

C

## Explanation:

When performing bulk data ingestion using the Batch Ingestion API, the most critical constraint that must be defined is the Data Schema. Adobe Experience Platform is built on the principle of Experience Data Model (XDM) compliance. Every batch created must be associated with a specific Dataset, which in turn is strictly bound to an XDM Schema.

When a developer initiates a 'Create Batch' request, the platform requires the datasetId. This ID ensures that all incoming records in the payload are validated against the structure, data types, and mandatory fields defined in the schema. This constraint is fundamental to maintaining data integrity within the Data Lake and ensures that the Real-Time Customer Profile service can correctly ingest and merge the fragments. Options like Batch Size and Batch Frequency are typically environmental or orchestration settings rather than constraints defined within the API's batch creation payload itself. By enforcing the Data Schema constraint at the ingestion point, Adobe CDP prevents 'dirty data' from entering the system, ensuring that segmentation and activation services can rely on a standardized and predictable data structure across all sources.

# Question 5

Question Type: MultipleChoice

A large retail customer has built thousands of audiences and wishes to activate them on social media destinations. What is the maximum number of audiences to a single destination permitted by guardrail?

## Options:

A- 250
B- 500
C- 400
D- 100

## Answer:

A

## Explanation:

In Adobe Real-Time Customer Data Platform, guardrails are established to ensure system stability and optimal performance. According to the official Adobe Experience Platform documentation on destination guardrails, the Maximum number of audiences to a single destination is 250. This is classified as a Performance Guardrail (Soft Limit), meaning that while the system may allow you to

exceed this number, doing so may lead to performance degradation, increased latency, or unpredictable behavior in data activation.

The recommendation is to map a maximum of 250 audiences to a single destination within a specific dataflow. For a large retail customer with thousands of audiences, the architect should manage this by either unmapping audiences that are no longer active or creating additional dataflows to distribute the load, provided the destination itself can support multiple connections. It is also important to note that certain specific destinations may have even tighter guardrails depending on their own downstream API limitations. Adhering to the 250-audience limit ensures that the Activation Service can consistently synchronize segment memberships to partner platforms like social media without reaching rate limits or causing significant delays in the 'Time to Live' for audience updates.

# Question 6

Question Type: MultipleChoice

A marketer wants to create an Audience of all individuals who have clicked on a specific link on the company website in the last 7 days and have bought a product from the website in the last 30 days. What is the best way to create this Audience within Adobe Experience Platform?

## Options:
A- Create an audience using the Audience Builder and apply the condition for link click, then export the audience list and apply the condition for product purchase within a separate tool
B- Import the audience list from an external source that tracks link clicks and product purchases, and then apply the corresponding attributes
C- Create an audience using the Audience Builder and apply both conditions for link click and product purchase in the rule builder
D- Create two separate audiences, one for link click and another for product purchase, and then combine them using an advanced feature in the Audience Builder

## Answer:
C

## Explanation:
Adobe Experience Platform's Segment Builder (also known as Audience Builder) is a powerful, centralized tool designed specifically to handle complex, multi-event logic within a single interface. The most efficient and standard approach to this requirement is to build a single rule-based audience that incorporates both behavioral conditions.

In the Rule Builder, the marketer would drag the 'Web Link Click' event and the 'Commerce Purchase' event onto the canvas. They would then apply specific time-based constraints to each: a 7-day lookback for the link click and a 30-day lookback for the purchase. The platform's Segmentation Service evaluates these conditions against the Real-Time Customer Profile in a single pass.

Option A and B are inefficient legacy approaches that introduce data silos and external dependencies, defeating the purpose of a unified CDP. Option D, while technically possible via 'Audience Composition,' is unnecessarily complex for a straightforward boolean 'AND' condition between two events. By building the logic directly in the Segment Builder (Option C), the marketer ensures that the audience is dynamic and automatically refreshes as new events are ingested, allowing for real-time activation across all connected channels.

# Question 7

Question Type: MultipleChoice

A marketing manager wants to activate a segment across multiple channels for consistent and personalized messaging. What is the key consideration when activating this audience from the Adobe Real-Time CDP?

## Options:

A- The data sent to each execution channel should only include the latest transaction data
B- All execution channels must be pre-setup with the same targeting templates.
C- The selected execution channels should have the ability to consume segment data.
D- Each execution channel should individually validate the segment data upon receipt.

## Answer:

C

## Explanation:

In the Adobe Real-Time Customer Data Platform, the activation process is the final step where unified audiences are sent to Destinations (such as social media platforms, email service providers, or advertising networks) for execution. The primary technical consideration for an architect is ensuring that the destination is capable of receiving and interpreting the data payload sent by the platform.

Adobe Real-Time CDP supports various destination types, including Streaming Destinations (API-based) and File-based Destinations (SFTP/S3). The key requirement is that the target system must be configured to map the incoming XDM attributes and segment memberships to its own native fields. If a destination cannot consume the specific segment identifiers or the associated profile attributes (like

hashed emails for matching), the activation will fail to produce the desired personalization.

Option A is incorrect because activation often requires historical attributes or persistent IDs, not just the 'latest transaction.' Option B is a business process rather than a technical platform requirement for activation. Option D is incorrect because Adobe Experience Platform performs validation during the mapping phase of destination setup; the goal is to send 'ready-to-use' data so the execution channel does not have to perform complex validation. By ensuring the channel has the technical capacity to consume the data (Option C), the marketing manager guarantees that the audience logic defined in the CDP is correctly translated into a personalized message on the end platform.

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