Vendor: Adobe

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Exam Name: Adobe Real-Time CDP Business Practitioner Professional

Version: DEMO

QUESTION 1
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?

A. Custom namespace for memberid
B. Custom namespace for Google Click ID
C. Customer namespace for authenticated id

Answer: A
Explanation:
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

QUESTION 2
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?

A. Primary identity
B. Secondary identity
C. Identity class

Answer: A
Explanation:
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

QUESTION 3
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?

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 4
What is an example of a profile namespace?

A. Device name
B. Email
C. Segment
D. Display Name

Answer: B
Explanation:
An example of a profile namespace is email. A profile namespace is a type or source of identity value that is used to identify a customer across different data sources. Email is a predefined profile namespace that represents the email address of a customer. Other examples of profile namespaces are Phone Number, ECID, or CRM ID.

QUESTION 5
Which two standard widgets are available in a Profiles overview dashboard of Real-time CDP? (Choose two.)

A. Profiles added
B. Profile source
C. Identity graph
D. Identity overlap

Answer: AC
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

QUESTION 6
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?

A. The dataset had a 30-day TTL set.

B. More profiles met the segment criteria during the time difference.
C. The created segment was activated to a destination.

Answer: A
Explanation:
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: https://experienceleague.adobe.com/docs/experience-platform/ingestion/home.html?lang=en#time-to-live

QUESTION 7
Which feature of Real-Time CDP can be utilized to view amalgamation of all the fields contained within multiple schemas sharing the same class?

A. XDM Schema
B. Union schema
C. Event Schema

Answer: B
Explanation:
According to the Adobe documentation2, a union schema is a feature of Real-Time CDP that can be used to view the amalgamation of all the fields contained within multiple schemas sharing the same class. A union schema is automatically generated by the platform and reflects the latest changes in the underlying schemas. A union schema can be used to create segments or explore profiles across different datasets.
Reference:
https://experienceleague.adobe.com/docs/experience-platform/profile/home.html?lang=en#union-schemas

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