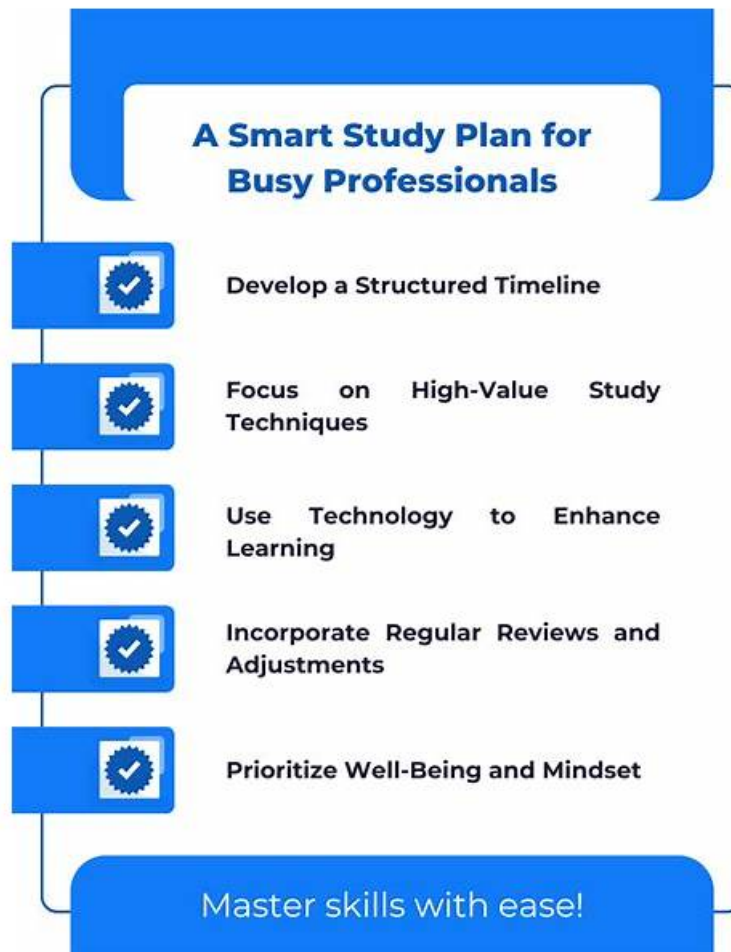


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Adobe Real-Time CDP Business Practitioner Professional Sample Questions (Q15-Q20):

NEW QUESTION # 15

A retail company operates a mobile app and a website, and it collects user data from various touchpoints including app interactions, website visits, and social media engagements. The data includes geographic information, such as latitude and longitude, from user device sensors or IP addresses. The company aims to leverage this geographic data within Adobe Real-Time CDP to create location-based segments and deliver personalized experiences to users. Which data usage label should be applied to this data within the Adobe RTCDP platform?

- A. Identity Data Labels
- **B. Sensitive Data Labels**
- C. Contract Data Labels
- D. Behavioral Data Labels

Answer: B

NEW QUESTION # 16

A retail company uses Adobe RT-CDP to manage customer data across multiple regions. To comply with local regulations, they must restrict data activation based on geographic location. What governance feature should they implement?

- A. Role-based access control to limit user access.
- B. Static segmentation based on user preferences.
- **C. Data Usage Labeling and Enforcement (DULE) policies tied to geographic data attributes.**
- D. Batch activation workflows for regional data.

Answer: C

NEW QUESTION # 17

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?

- 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. 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
- C. Import the audience list from an external source that tracks link clicks and product purchases, and then apply the corresponding attributes
- **D. Create an audience using the Audience Builder and apply both conditions for link click and product purchase in the rule builder**

Answer: D

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.

NEW QUESTION # 18

A company collects customer data from various sources, including customer relationship management (CRM) systems, website interactions, and in-store purchases. To create a unified Real-Time Customer Profile in Adobe Experience Platform, which approach should be taken?

- A. Configure identity namespaces based on Experience Data Model (XDM) schemas for all profile-enabled data sources
- B. Use a single identity namespace for all data sources to simplify identity resolution
- C. Prioritize online data over offline data to ensure real-time responsiveness
- D. Ingest data without mapping to XDM schemas to maintain raw data integrity

Answer: A

Explanation:

To create a unified Real-Time Customer Profile, Adobe Experience Platform relies on the Identity Service to stitch data together across disparate sources. The correct approach involves configuring Identity Namespaces within the XDM schemas used by each data source. An Identity Namespace provides context for an identity value (e.g., distinguishing an "Email" from a "CRM ID"). When multiple datasets are "Profile-enabled," the system looks for common identity markers. For example, a CRM record might contain a CRM_ID and an Email, while a website interaction contains an ECID and an Email. By defining these fields as identities within their respective schemas and assigning them to the correct namespaces, the Identity Graph can link the CRM_ID to the ECID via the shared Email.

Option A is incorrect because using a single namespace for different ID types would lead to data collisions and failed resolution.

Option C is incorrect because data must be mapped to XDM and enabled for Profile to be included in the unified view; raw, unmapped data remains in the data lake and cannot participate in real-time services. Option D is a strategic choice but not a technical requirement for unification; the platform is designed to handle both high-velocity behavioral data and high-volume batch data (offline) simultaneously to form a complete 360-degree view.

NEW QUESTION # 19

A travel company is creating a promotional campaign for frequent flyers who have not booked a trip in the past six months. Which segmentation strategy is appropriate?

- A. Leverage edge-based segmentation for real-time updates.
- B. Apply probabilistic segmentation to predict future bookings.
- C. Use a dynamic segment based on recent booking behavior.
- D. Create a static segment using historical data.

Answer: D

NEW QUESTION # 20

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