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## Adobe Real-Time CDP Business Practitioner Professional Sample Questions (Q18-Q23):

### NEW QUESTION # 18

A company uses Real-Time Customer Profile and provides the following Customer Profile schema to the data architect in charge of designing the Real-Time Customer Profile:

They have business requirements to carry out customer segmentation based on purchasing behavior, demographic data (including gender), and multi-channel marketing activities and need to consider data consistency, and minimizing system complexity for future data ingestion and updates.

What would be the recommended modeling approach to accommodate these requirements?

- A. Define the email and phone fields as identities
- B. Define the customer\_id and email fields as identities
- C. Define the customer-id and first\_name fields as identities.

- D. Define the gender and customer-id fields as identities.

**Answer: B**

Explanation:

To satisfy the requirements for multi-channel marketing and behavioral segmentation while ensuring data consistency, the architect must select identities that bridge both internal systems and external communication channels. In the provided schema, `customer_id` serves as the primary key of the source system, making it the most reliable "anchor" for internal data consistency and linking behavioral records (like purchasing behavior) to the profile.

However, for multi-channel marketing activities, the email field is critical. By defining both `customer_id` and email as identities within the XDM Individual Profile schema, the Adobe Experience Platform Identity Service can perform identity stitching across different data streams. For instance, if a customer browses the website (identified by email) and later makes an in-store purchase (identified by `customer_id`), the platform can merge these fragments into a single, unified Real-Time Customer Profile.

Option A is incorrect because "first\_name" is a descriptive attribute, not a unique identifier, and would lead to "collisions" (merging unrelated people with the same name). Option D is incorrect because "gender" is a demographic trait with very low cardinality; it cannot uniquely identify an individual. Option B, while containing valid identifiers, lacks the `customer_id` which is the primary key and the most stable link to the legacy RDBMS. Selecting Option C ensures that the system can uniquely identify the individual internally while providing the necessary "stitching" point (email) to associate web, mobile, and email marketing interactions with that specific person.

#### NEW QUESTION # 19

What are characteristics of static segments? (Select two.)

- A. Fixed membership that does not change over time.
- B. Requires real-time data streaming.
- C. Updates automatically when customer behavior changes.
- D. Ideal for historical analysis and reporting.

**Answer: A,D**

#### NEW QUESTION # 20

What does license usage tracking in Adobe RT-CDP help organizations manage?

- A. Customer segmentation rules.
- B. Compliance with data usage policies.
- C. Platform resource utilization and quota limits.
- D. Batch ingestion workflows.

**Answer: C**

#### NEW QUESTION # 21

File-based destinations in Real-Time CDP allow customers to export data to files in various formats (such as CSV or JSON), which can then be used for marketing activation purposes.

Which three types of schedules are available for exporting profiles to file-based destinations in the Adobe Real-Time CDP? (Choose three.)

- A. On-demand
- B. After segment evaluation
- C. Scheduled
- D. On-demand (scheduled)
- E. Incremental

**Answer: A,B,C**

#### NEW QUESTION # 22

A data engineer is concerned about a sudden increase in ingestion errors during data acquisition from a streaming source to Adobe

Experience Platform (AEP). Which monitoring capability should the engineer enable in AEP to understand the cause of each ingestion failure?

- A. Enable partial ingestion with Async Validation
- B. Enable System Events to receive real-time notifications about system failures
- C. Enable Adobe I/O Events to receive real-time notifications about ingestion errors
- **D. Enable Alert Rules for Ingestion Failures and Flow Run Failures**

**Answer: D**

Explanation:

To effectively monitor and diagnose a sudden increase in ingestion errors, a data engineer must utilize the Alerting Service in Adobe Experience Platform. By enabling Alert Rules for Ingestion Failures and Flow Run Failures (Option A), the engineer can receive proactive notifications whenever a dataflow encounters an issue.

Alerts provide the necessary operational visibility by linking directly to the Monitoring dashboard, where the engineer can inspect specific flow runs. This allows for the investigation of error codes, such as schema validation mismatches or identity resolution failures, which are common in streaming sources. While Partial Ingestion (Option B) can help a process continue by skipping faulty records, it is a data handling strategy rather than a monitoring capability to "understand the cause" of failures.

Options C and D refer to Adobe I/O Events or general system events, which are primarily used for building external, custom webhook integrations rather than using the native, built-in monitoring and alerting UI specifically designed for dataflow oversight. By subscribing to native alerts, the data engineer ensures they are notified of failures as they happen, allowing for immediate remediation to maintain the integrity of the Real-Time Customer Profile.

## NEW QUESTION # 23

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