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Adobe AD0-E605 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Activation: Covers activation patterns within the CDP, guardrails governing activation, and how on-site personalization is configured and delivered.
Topic 2	<ul style="list-style-type: none">• Administration: Covers monitoring tools, alerts, license usage types, and use cases for Attribute-Based Access Control (ABAC) within Adobe RT-CDP.
Topic 3	<ul style="list-style-type: none">• Segmentation: Covers methods for building audiences and segments, the various segmentation types and how they operate, and applying use cases to segment activation.
Topic 4	<ul style="list-style-type: none">• Data Architecture: Covers translating RDBMS to Adobe RT-CDP's NoSQL model, best practices for profile modeling, and designing identity strategies and entity relationships.

- Data Ingestion: Covers general and edge data ingestion capabilities within the CDP and advanced architectural techniques for efficient data ingestion.

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Adobe Real-Time CDP Business Practitioner Professional Sample Questions (Q28-Q33):

NEW QUESTION # 28

A company has completed their implementation of Adobe Experience Platform (AEP) and is successfully onboarding data and profiles. The company's data steward is reviewing the license dashboard and notices that Addressable Audience is significantly exceeding the license amount.

The data steward must take steps to keep Addressable Audience in line with the license amount.

Which two mechanisms are available for the data steward to reduce the size of Addressable Audience in AEP for profiles that have already been onboarded? (Choose two.)

- A. Privacy Service
- B. Data Distiller
- C. Data Lifecycle
- D. Disable Datasets for Profile
- E. Experience Event expiration (TTL)

Answer: C,E

NEW QUESTION # 29

A marketer has been tasked with a last-minute request to create an audience within Real-Time CDP for activation through Adobe Campaign and Facebook. The marketer uploads a file that contains the relevant data of the customers to create an audience for the Real-Time Customer Profile. How long will it take for the audience to be activated into Adobe Campaign and Facebook?

- A. Within the next 24 hours
- B. Immediately after creation
- C. Within 48 hours after creation
- D. Audience must be manually activated

Answer: A

NEW QUESTION # 30

A company has two identities (CRM ID and Email ID) that can be used to define their customers in their customer relationship management (CRM) system. However, not all customers have provided their Email ID.

but all customers have a unique CRM ID. The CRM data stored in the system takes the form:

CRM ID	Email ID	First Name	Last Name
00001	jb1@mail.com	John	Brown
00002		Sarah	Doe
00003	pb3@mail.com	Peter	Brown

The company wishes to construct a single view of their customer in Real-time Customer Profile. Which two steps would they take to avoid having Incomplete customer profiles" (Choose two.)

- A. Remove any profiles without an Email ID before Ingestion into Real-Time Customer Profile
- B. Mark Email ID as the primary identity in their XDM schema
- C. Treat the CRM ID and Email ID as separate identities in the XDM schema
- D. Establish both the CRM id and Email id as co-primary identities in their xdm schema
- E. Mark CRM ID as the primary identity in their Experience Data Model (XDM) schema

Answer: C,E

Explanation:

To ensure a robust and comprehensive Real-Time Customer Profile, the data architect must select identities that guarantee record uniqueness while maximizing the ability to stitch data. In this scenario, since every customer has a CRM ID but not every customer has an Email ID, the CRM ID must be designated as the Primary Identity (Option A). In Adobe Experience Platform, the Primary Identity serves as the anchor for the profile fragment; if a field marked as the only primary identity is missing a value, the record cannot be ingested into the Profile Service. By selecting the CRM ID, the company ensures that 100% of their records are processed and accessible.

Furthermore, the Email ID should be treated as a Secondary Identity (Option C). In XDM, you can mark multiple fields as identities. When Email ID is included as an identity in the schema—even if it is not the primary—it still participates in the Identity Graph. This allows the platform to "stitch" together profile fragments from other sources (like web behavior or email marketing logs) that might only contain the Email ID.

Option D is incorrect because records without an email (like "Sarah Doe" in the provided image) would fail to load. Option E is technically incorrect because XDM does not support "co-primary" status in a single schema; one must be the primary anchor. By using CRM ID as the primary and Email ID as a secondary identity, the system creates a "Single View of the Customer" that is both complete (no dropped records) and extensible (linkable via email when available).

NEW QUESTION # 31

What are guardrails for activating customer data to destinations? (Select two.)

- A. Verifying compliance with data governance policies.
- B. Limiting activation to data with proper labels.
- C. Ensuring all activation workflows are real-time.
- D. Requiring manual approval for all activations.

Answer: A,B

NEW QUESTION # 32

A Marketing Specialist in a travel agency firm has imported an externally created audience which contained a "Destination.City" attribute into Adobe Experience Platform. The Marketing Specialist then wanted to use this attribute in segment builder to combine with other Event attributes to create a more complex audience but is facing challenges with building the new audience. What is the reason for the issue the Marketing Specialist is facing?

- A. External audience attributes are non-durable and not linked to the unified profile for segmentation
- B. External audience attributes first need to be linked with the schema fields before using in segment builder.
- C. External audience attributes can only be used in segmentation APIs and not segment builder
- D. External audience attributes can only be combined with Profile attributes and not Event attributes.

Answer: A

Explanation:

When an audience is imported into Adobe Experience Platform from an external source (like a CSV upload or a partner destination), it is treated as an External Audience. Unlike audiences natively generated within AEP, external audiences are "non-durable" by default regarding their metadata. This means that while the platform knows which profiles belong to that audience, the specific attributes associated with that external list (such as "Destination.City") are not automatically ingested into the Real-Time Customer Profile as permanent attributes.

The "challenges" mentioned occur because the Segment Builder requires attributes to be part of an XDM schema to perform complex cross-attribute filtering. Because the "Destination.City" attribute exists only within the context of the external audience membership and is not linked to the unified profile schema, it cannot be used in a join with behavioral Event attributes.

Option A is incorrect because external audiences are limited in combination with any other dynamic criteria in the visual builder unless they are first converted into profile attributes. Option D is a potential workaround but does not explain the reason for the immediate failure. Option C is incorrect as the UI does support basic external audience selection. The fundamental issue is that external

attributes are transient and not part of the XDM Profilestore, thus they lack the relational "glue" required for complex segmentation logic involving time-series events.

NEW QUESTION # 33

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