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## Adobe AD0-E605 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• Data Ingestion: Covers general and edge data ingestion capabilities within the CDP and advanced architectural techniques for efficient data ingestion.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• Activation: Covers activation patterns within the CDP, guardrails governing activation, and how on-site personalization is configured and delivered.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• Administration: Covers monitoring tools, alerts, license usage types, and use cases for Attribute-Based Access Control (ABAC) within Adobe RT-CDP.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>• Segmentation: Covers methods for building audiences and segments, the various segmentation types and how they operate, and applying use cases to segment activation.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>• Governance: Covers data governance best practices for Adobe RT-CDP implementations and managing data across the platform's various services.</li></ul>

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## Adobe Real-Time CDP Business Practitioner Professional Sample Questions (Q66-Q71):

### NEW QUESTION # 66

A data architect is designing a Real-Time Customer Profile to capture user interactions across multiple channels for an online media company. The company tracks user interactions such as article reads, video views, and ad clicks across its website, app, and email newsletters. Currently, the Real-Time Customer Profile schema design contains a User Profile Class and an Experience Event Class. The Experience Event Class captures each interaction as a separate event record and contains an identity field (user\_id) linking to the user profile.

Upon review, the data architect realizes that the schema design is unable to accurately capture the sequence of interactions made by a single user during one session (defined as a continuous period of activity without more than 30 minutes of inactivity).

How should the data architect modify the schema design to better capture the sequence of user interactions within a single session in the Real-Time Customer Profile?

- A. Add a session.id field to the Experience Event Schema
- B. Create a new Session Schema and add a session.id field to it
- C. Add an event.type field to the User Profile Schema
- D. Add a session.id field to the User Profile Schema

**Answer: A**

Explanation:

In Adobe Real-Time CDP, the Experience Data Model (XDM) is designed to separate static attributes from time-series data.

The XDM ExperienceEvent Class is specifically intended to capture "point-in-time" occurrences, such as clicks, views, or purchases. To accurately track and sequence user interactions within a specific session, the most effective architectural approach is to include a session identifier directly within the ExperienceEvent schema.

By adding a session.id (typically via the Adobe Analytics or Web SDK mixin) to the ExperienceEvent record, each discrete event is tagged with a unique identifier that persists for the duration of the user's activity.

This allows the Real-Time Customer Profile to not only link events to a specific individual via the Identity Map but also to group and sequence those events chronologically within a specific visit.

Options B and C are incorrect because the XDM Individual Profile Class represents the "state" of a user (e.g., name, email, subscription status) rather than a sequence of transient actions; storing a session ID there would result in data overwriting and a loss of historical session context. Option D is unnecessary because XDM is built on a flat, denormalized event structure; creating a separate schema for sessions would introduce unnecessary complexity in relationship mapping and decrease performance for real-time segmentation.

Therefore, modifying the ExperienceEvent schema to include a session identifier is the standard best practice for session-based behavioral analysis and journey orchestration.

### NEW QUESTION # 67

A multinational company is transitioning its on-premises data warehouse to the Adobe Experience Platform in an attempt to reap the benefits of real-time data and cloud scalability. The current data warehouse includes a complex set of relational databases with numerous tables including Orders, OrderDetails, Customers, Products, and Suppliers. The Orders and OrderDetails are interconnected with a one-to-many relationship, while the rest of the tables have many-to-many relationships.

Which two approaches should be followed while translating this release database management system (RDBMS) schema to Adobe Real-Time Customer Data Platform's (Adobe Real-Time CDP) NoSQL data model, considering the maintenance of data relationships? (Choose two.)

- A. Create separate experience data model schemas for each entity and use nested fields to store related data
- B. Create separate experience data model schemas for each entity, use lookup fields for one-to-many relationships, and use arrays to maintain many-to-many relationships
- C. Develop a custom schema for each entity, linking them together using relationship identifiers within nested fields of the schema
- D. Create separate schemas for each entity and build foreign key relationships similar to the SQL model
- E. Create only two schemas: one for Customers and another for all related entities

**Answer: A,B**

Explanation:

Translating a relational (RDBMS) model to the Adobe Experience Platform's NoSQL-based XDM requires a shift from "joined tables" to "hierarchical and linked objects." Approach C is essential for handling 1:N relationships where the data is highly coupled, such as Orders and OrderDetails. In XDM, rather than having a separate table for line items, you should use nested fields (or an array of objects) within the Order schema. This ensures that when an "Order" event is retrieved, all its details are available in a single

document, maximizing performance for real-time segmentation and activation without needing complex joins.

Approach E addresses the broader relational structure. For entities like Products or Suppliers, Adobe utilizes Lookup Schemas. By defining a relationship between an ExperienceEvent (the Order) and a Lookup Schema (the Product), the Real-Time Customer Profile can "hydrate" event data with descriptive attributes from the lookup table at the time of processing. Furthermore, for many-to-many (N:N) relationships, XDM utilizes arrays of strings or objects to store multiple identifiers within a single profile or event record. This denormalized approach is fundamental to NoSQL scalability, as it allows the platform to maintain data integrity and relationship context while providing the sub-second query speeds required for real-time use cases.

### NEW QUESTION # 68

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:

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

**Answer: A,D**

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 # 69

A customer needs to exclude profiles from re-entering an audience once they have already been in the audience. How can this be achieved?

- A. Use Segment Membership > last qualification time in last 24 hours logic in audience rule to filter only the realized audiences
- B. Use Segment Membership > Status = "Entity is realized" in the segment logic in audience rule to filter only the realized audiences
- C. Use Segment Membership > Status = "Entity is exited" the segment" logic in audience rule to filter only the realized audiences
- D. Use Segment Membership.valid Until next 24 hours logic in audience rule to filter only the realized audiences

**Answer: B**

Explanation:

In Adobe Real-Time CDP, managing the lifecycle of an individual within an audience is handled through Segment

Membership attributes. To prevent a profile from re-entering an audience (essentially creating a

"one-time entry" rule), the marketer must leverage the Status field of the Segment Membership object.

When a profile qualifies for a segment, its status for that specific segment ID becomes "Existing" or

"Realized". By adding a rule to the segment definition that checks if the profile's status is already "Realized," you can effectively filter the audience. To prevent re-entry, the logic would involve checking if a profile has ever been realized in that segment. In the Segment

Builder, this is typically achieved by dragging the "Segment Membership" folder into the canvas and specifying that the status must NOT be equal to "Exited" or checking if the specific "Realized" state has been reached previously.

Option B is the most direct technical answer for identifying those who have already entered the segment.

Option A is incorrect because qualification time only looks at when they joined, not their state of membership.

Option C would identify people who have left the segment, which might not be enough to prevent re-entry if they are currently in a "void" state. Option D refers to TTL (Time-to-Live) settings, which govern how long a profile remains in a segment but does not inherently block re-entry logic. Using membership status allows for persistent suppression based on historical qualification.

#### NEW QUESTION # 70

A healthcare organization using Adobe RT-CDP wants to restrict access to sensitive patient data based on geographic location. What governance feature should they implement?

- A. Identity resolution guardrails.
- B. Real-time segmentation rules.
- C. Role-Based Access Control (RBAC).
- D. Attribute-Based Access Control (ABAC).

**Answer: D**

#### NEW QUESTION # 71

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