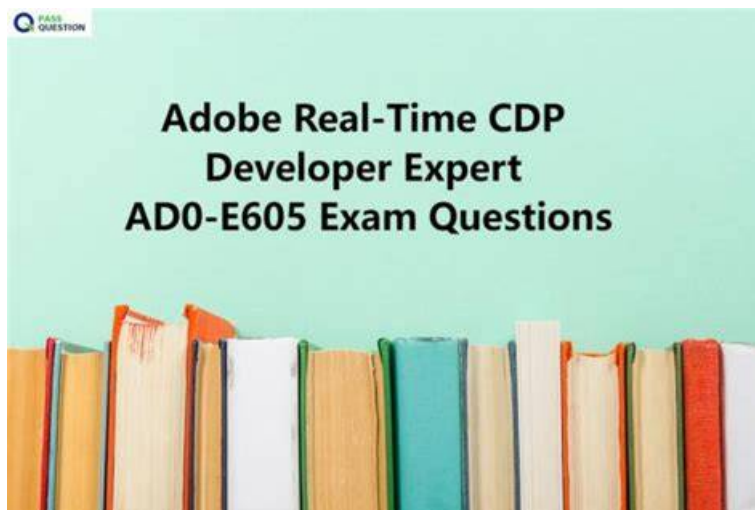


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Adobe AD0-E605 Exam Overview:

Certification Vendor:	Adobe
Exam Name:	Adobe Real-Time CDP Developer Expert
Exam Number:	AD0-E605
Certificate Validity Period:	2 years
Exam Price:	\$225 USD / \$150 USD (India)
Related Certifications:	Adobe Certified Professional - Real-Time CDP Business Practitioner
Exam Duration:	136 minutes
Real Exam Qty:	68
Exam Format:	Multiple choice, Scenario-based
Passing Score:	48/68 (71%)
Available Languages:	English
Recommended Training:	Official Exam Prep Guide Adobe Real-Time CDP Developer Learning Path
Exam Registration:	Adobe Certification Portal
Sample Questions:	Adobe AD0-E605 Sample Questions
Exam Way:	Online proctored (requires camera and microphone access), delivered via easyProctor
Pre Condition:	Recommended 1–3 years of hands-on experience with Adobe Experience Platform and Real-Time CDP; no mandatory prerequisites
Official Syllabus URL:	https://certification.adobe.com/courses/198

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Adobe AD0-E605 Exam Syllabus Topics:

Topic	Details
Topic 1	Segmentation: Covers methods for building audiences and segments, the various segmentation types and how they operate, and applying use cases to segment activation.
Topic 2	Activation: Covers activation patterns within the CDP, guardrails governing activation, and how on-site personalization is configured and delivered.
Topic 3	Data Architecture: Covers translating RDBMS to Adobe RT-CDP's NoSQL model, best practices for profile modeling, and designing identity strategies and entity relationships.
Topic 4	Real-Time Customer Profile: Covers how profiles are assembled and composed, how the Identity Graph works, and the differences between edge and hub profiles.

Adobe Real-Time CDP Business Practitioner Professional Sample Questions (Q59-Q64):

NEW QUESTION # 59

Which process is crucial for creating a unified customer profile in Adobe Experience Platform?

- A. Restricting profile data to demographic attributes only to reduce complexity
- B. Using Adobe Real-time CDP to automatically update identities and preferences
- C. Employing a single data source to ensure consistency in the profile
- D. Configuring identity Graph to reconcile multiple identifiers across datasets

Answer: D

Explanation:

Creating a unified customer profile in Adobe Experience Platform (AEP) depends fundamentally on the Identity Service and its ability to bridge disparate data fragments. The crucial process is the configuration of the Identity Graph, which serves as a map of relationships between various identity namespaces (such as Email, CRM ID, and ECID) across different datasets. When data is ingested, the Identity Service looks for these identifiers; if two different records share a common identifier, the service links them together in the graph.

Without a properly configured Identity Graph, data remains siloed in its original datasets. For example, if a "Purchase" event from an offline system contains a CRM ID and a "Web Visit" event contains an ECID, the platform cannot know they belong to the same person unless a third record (perhaps a login event) connects the CRM ID to the ECID. Option A is incorrect because a unified profile requires both attributes and behavioral events to be useful. Option C defeats the purpose of a CDP, which is designed to integrate multiple sources. Option D is a result of the system's function but not the specific underlying process required to achieve unification. Therefore, reconciling identifiers through the Identity Graph is the technical foundation for the "Single View of the Customer."

NEW QUESTION # 60

How does the Adobe Real-Time CDP manage data when multiple records, coming from different sources but belonging to the same customer, are processed?

- A. It merges all records into a single, unified profile for the customer
- B. It creates separate profiles for each of the received records
- C. It only keeps the most frequent appearing record across all sources

- D. It assigns different importance weights to different sources and merges records based on these weights

Answer: A

Explanation:

The fundamental value proposition of Adobe Real-Time CDP is its ability to break down data silos by creating a 360-degree view of the customer. When the system ingests multiple records from different sources (such as a CRM system, an e-commerce platform, and web clickstream data) that share common identifiers, it uses the Identity Service to recognize they belong to the same person. The platform then dynamically merges these "profile fragments" into a single, unified Real-Time Customer Profile. This merging happens in real-time, ensuring that as soon as new data arrives, it is reflected in the unified view. This process allows for consistent personalization across channels; for example, a purchase made offline in a retail store can immediately suppress "buy now" ads for that same product on the website.

Option B is incorrect as it describes the very siloed state the CDP is designed to solve. Option C is incorrect because the platform preserves all relevant behavioral and attribute data rather than discarding records based on frequency. Option D is a slight misinterpretation of Merge Policies; while Merge Policies can prioritize one source over another for a specific attribute (Timestamp-ordered or Dataset-precedence), the platform still merges the records into a single profile rather than just weighing them.

NEW QUESTION # 61

Which key distinction differentiates edge profiles from hub profiles?

- A. Edge profiles are exclusive to offline data sources, while hub profiles handle online data.
- B. Edge profiles only support structured data, while hub profiles support unstructured data.
- C. Edge profiles store data locally for low-latency processing, while hub profiles store data centrally.
- D. Edge profiles are used for batch processing, while hub profiles are for real-time actions.

Answer: C

NEW QUESTION # 62

A marketer is looking to perform same page personalization for both known and pseudonymous users who visit the website.

How can this client achieve same page personalization using both profile and event attributes for both known and pseudonymous users who visit the website?

- A. Known profiles can use same page personalization with edge segmentation, but pseudonymous profiles are unable to qualify for same page personalization.
- B. Pseudonymous profiles cannot qualify for same-page personalization in Adobe RT-CDP.
- C. Known and pseudonymous profiles can use same page personalization with edge segmentation.
- D. Known and pseudonymous profiles can use same page personalization with edge segmentation and streaming segmentation.

Answer: C

NEW QUESTION # 63

A marketer is trying to create an audience that can be streaming evaluated, but it requires they utilize data spanning the last 7 days.

The definition they have is as follows:

- All profiles who have started an application in the last 7 days but never submitted it (batch logic).
- They must currently live in the mid-west and be actively viewing credit card options on the website (stream logic).

How best could they build this audience so that it can be streaming qualified?

- A. Use an audience for the batch logic and include that in their audience definition with the stream-based logic
- B. Use profile computed attributes for batch logic and include that in their audience definition with the stream-based logic
- C. Use data distiller to create an attribute using the batch logic and load that to profile and include in their audience definition with the stream-based logic
- D. Use manual batch updates to combine the batch logic and stream-based logic into one audience

Answer: A

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