

# Quiz Latest Adobe - New AD0-E605 Test Preparation



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## Adobe AD0-E605 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<ul style="list-style-type: none"><li>Data Architecture: Covers translating RDBMS to Adobe RT-CDP's NoSQL model, best practices for profile modeling, and designing identity strategies and entity relationships.</li></ul>

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## Valid AD0-E605 Test Questions - New AD0-E605 Practice Questions

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## Adobe Real-Time CDP Business Practitioner Professional Sample Questions (Q24-Q29):

### NEW QUESTION # 24

Which component plays a key role in identity stitching in Adobe RT-CDP?

- A. Unified Profile Dashboard
- B. Data Governance Service
- C. Data Ingestion APIs
- **D. Identity Graph**

**Answer: D**

#### NEW QUESTION # 25

A financial institution is migrating its customer transaction data from a relational database (RDBMS) to Adobe Real-Time CDP. The institution's transaction records include data points like customer ID, account type, transaction type, transaction amount, and transaction date. The data architect must ensure the transaction data can be linked to individual customer profiles in Adobe Real-Time CDP while also ensuring the data model maintains performance for real-time analysis and personalization use cases. What is the best approach to model this data in Adobe Real-Time CDP's NoSQL data model?

- A. Create a custom entity schema for each transaction type
- **B. Create an XDM Experience Event schema for transactions and link it to the individual customer profile via the customer ID**
- C. Create an Experience Data Model (XDM) Individual Profile schema for each customer and link transactions via relationships
- D. Create an XDM Experience Event schema for each transaction type

**Answer: B**

Explanation:

In Adobe Real-Time CDP, transaction data is inherently behavioral and time-bound. The XDM ExperienceEvent class is the optimized choice for this data type because it is designed to capture immutable, point-in-time actions. Each transaction (containing amount, type, and date) should be treated as an event. By including the customer ID within this schema and marking it as an identity, the platform's Identity Service automatically associates these events with the corresponding XDM Individual Profile.

This approach is superior to Option C because the Individual Profile schema is intended for stateful attributes (like "current balance" or "account level"), not a growing list of transactions. Storing transactions in the profile would lead to extremely large profile fragments, degrading performance. Option A is inefficient as it creates schema sprawl; instead, a single ExperienceEvent schema should use a "transaction type" field to differentiate between deposits, withdrawals, or transfers.

By leveraging the NoSQL architecture of the Real-Time Customer Profile, these events are stored in a way that allows the Segmentation Service to evaluate them in milliseconds. For example, a segment could instantly identify "customers who made a transaction over \$1,000 in the last hour." Linking via the customer ID ensures that as soon as a transaction is ingested, it is immediately visible on the unified profile for real-time personalization.

#### NEW QUESTION # 26

Which components are critical for designing a Real-Time Customer Profile? (Select two.)

- A. Predefined segments.
- B. External data connectors.
- **C. Identity namespaces for data linking.**
- **D. Unified schemas for all data sources.**

**Answer: C,D**

#### NEW QUESTION # 27

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 both conditions for link click and product purchase in the rule builder**
- 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 the condition for link click, then export the audience list and apply the condition for product purchase within a separate tool

**Answer: A**

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 # 28

What is the primary consideration when designing identity relationships for modeling in Adobe RT- CDP?

- A. Disable deterministic identity resolution.
- B. Use one-to-one relationships exclusively.
- C. Avoid using secondary identity relationships.
- D. Ensure all identities are linked to a primary namespace.

**Answer: D**

### NEW QUESTION # 29

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