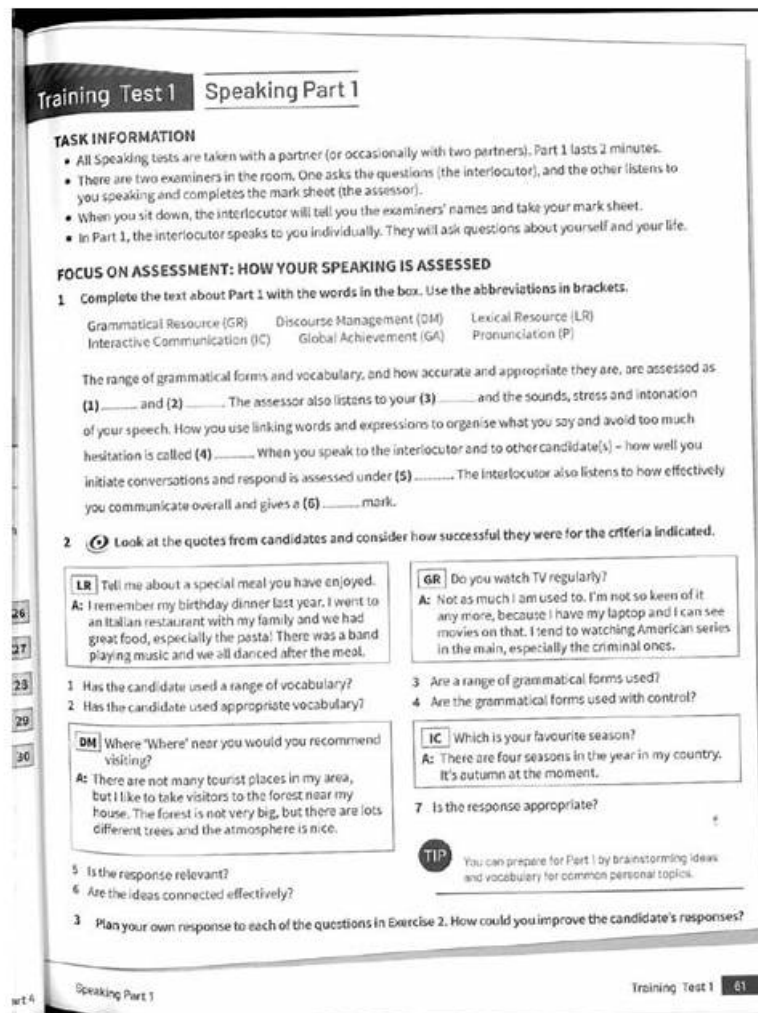


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Adobe Real-Time CDP Business Practitioner Professional Sample Questions (Q14-Q19):

NEW QUESTION # 14

An administrator of a multinational corporation is configuring attribute-based access control (ABAC) within Adobe RTCDP for the purpose of restricting data access based on both geographical location and department.

Which two steps are essential in this ABAC configuration? (Choose two.)

- A. Assign the defined labels to the relevant user roles
- B. Include all attributes in every access policy for validation
- C. Incorporate the labels in access policies specific to the corresponding roles
- D. Define geographical locations and departments as attributes

Answer: C,D

Explanation:

Implementing Attribute-Based Access Control (ABAC) for granular restrictions like geography and department requires a structured metadata approach. The first essential step is to define the geographical locations and departments as attributes (Option D) within the XDM schema or as custom labels. In Adobe Experience Platform, ABAC relies on these specific data characteristics to categorize information, allowing the system to distinguish between data belonging to, for example, the "Europe" region versus "North America," or the "Marketing" department versus "Finance".

The second critical step is to incorporate these labels in access policies (Option A). Once the attributes are labeled (e.g., applying a "Region: EU" label to a specific dataset or field), an administrator must create a policy that ties these labels to specific roles. For instance, a policy might state that "Users in the EU Marketing Role" can only view attributes labeled with "Region: EU" and "Dept: Marketing".

Option C is technically incorrect because you do not assign labels to roles; you assign permissions/policies that reference those labels to roles. Option B is incorrect because including every attribute in every policy defeats the purpose of granular access control and creates unnecessary system overhead. By defining attributes and linking them via policies to roles, the corporation ensures automated, scalable data segregation that meets regional and organizational security requirements.

NEW QUESTION # 15

What is the role of the Identity Graph in profile composition?

- A. Mapping predefined customer journeys.
- B. Managing batch processing workflows.
- C. Linking multiple identifiers to a single profile.
- D. Generating data schemas for ingestion.

Answer: C

NEW QUESTION # 16

What is a key guardrail when activating data to destinations?

- A. Only static segments can be activated.
- B. Activation can only occur during predefined time slots.
- C. Data must always be batch processed before activation.
- D. Data governance policies must be enforced during activation.

Answer: D

NEW QUESTION # 17

A retail company uses Adobe RT-CDP to manage customer data across multiple regions. To comply with local regulations, they

must restrict data activation based on geographic location.
What governance feature should they implement?

- A. Data Usage Labeling and Enforcement (DULE) policies tied to geographic data attributes.
- B. Role-based access control to limit user access.
- C. Static segmentation based on user preferences.
- D. Batch activation workflows for regional data.

Answer: A

NEW QUESTION # 18

A retail organization is introducing an e-commerce channel and would like to integrate the customer's browsing and online purchase data into the Real-Time Customer Profile. The data structure of the clickstream event being captured is as follows:

The architect decides to separate 'pages.visited' and 'purchases' into different schemas.

Which Experience Data Model (XDM) schema classes would be used to model the browsing activity and the purchase activity?

- A. XDM Individual Profile for browsing data and XDM ExperienceEvent for purchase data
- B. XDM ExperienceEvent for browsing data and XDM Individual Profile for purchase data
- C. XDM ExperienceEvent for browsing data and XDM Product (or purchase)
- D. XDM ExperienceEvent for both browsing and purchase data

Answer: D

Explanation:

In Adobe Real-Time Customer Data Platform, the classification of data into Experience Data Model (XDM) classes depends on the nature of the information—specifically whether it describes a state or an event. Both "browsing activity" (page visits) and "purchase activity" are fundamentally behavioral, time-series events that occur at a specific point in time.

The XDM ExperienceEvent class is purpose-built to capture these "point-in-time" occurrences. For browsing data, each page view is an event with a timestamp and specific attributes (like page name). Similarly, a purchase is a discrete transaction that happens at a particular moment. Modeling both as ExperienceEvents allows the Real-Time Customer Profile to maintain a chronological timeline of a customer's journey, which is essential for calculating journey-based metrics and triggering real-time orchestration.

Option A and B are incorrect because the XDM Individual Profile class is intended for persistent, slow-changing attributes (such as name, email, or loyalty tier) rather than transactional or behavioral data. Storing purchase data in a profile schema would fail to capture the historical context of multiple transactions. Option D is incorrect because "XDM Product" is typically a lookup schema used to provide descriptive details about a SKU, not to record the act of purchasing itself. By utilizing the ExperienceEvent class for both activities, the architect ensures that the data is optimized for the Segmentation Service, allowing for complex queries like "customers who viewed a product but did not purchase it within the last 24 hours."

NEW QUESTION # 19

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