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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">Segmentation: Covers methods for building audiences and segments, the various segmentation types and how they operate, and applying use cases to segment activation.
Topic 3	<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.

Adobe Real-Time CDP Business Practitioner Professional Sample Questions (Q35-Q40):

NEW QUESTION # 35

What actions are required for effective on-site personalization? (Select two.)

- A. Mapping customer behavior data in real-time.
- B. Configuring Edge-based activation.
- C. Scheduling updates at regular intervals.
- D. Running batch processes for static profiles.

Answer: A,B

NEW QUESTION # 36

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 two separate audiences, one for link click and another for product purchase, and then combine them using an advanced feature in the Audience Builder
- B. 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
- 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 both conditions for link click and product purchase in the rule builder

Answer: D

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 # 37

A data engineer creates a custom identity namespace within Adobe Experience Platform. However, this custom Identity namespace is the wrong Identity type. What would the data engineer do to correct the situation?

- A. Delete the custom Identity Namespace from the Adobe Experience Platform User-Interface under Identities
- B. Using the Identity Namespace APIs, update the custom Identity type
- C. Create a new custom Identity Namespace with the correct Identity type
- D. Edit the Identity Namespace type within the Adobe Experience Platform User-interface under Identities

Answer: C

Explanation:

In Adobe Experience Platform, once an Identity Namespace is created and saved, its core configuration—specifically the Identity Type (e.g., Cross-device, Phone, or Email)—becomes immutable. The platform's architecture does not allow for the editing of an existing namespace's type via the User Interface (UI) or the Identity Namespace APIs due to the potential for severe data corruption within the Identity Graph.

If an Identity Namespace is created with the wrong type, the only corrective action is to create a new custom Identity Namespace with the correct parameters. It is important to note that Identity Namespaces cannot be "deleted" in the traditional sense if they have already been used to ingest data or are linked in a graph. While you can hide them or stop using them, the original erroneous namespace will persist in the system's metadata.

Choosing Option C is the standard operational procedure. After creating the correct namespace, the data engineer must update the corresponding XDM schema to point to the new namespace and re-ingest or backfill the data to ensure that the Identity Service accurately reconciles the identities. Options A and B are technically impossible within the current AEP framework. Option D is incorrect because the platform generally restricts the deletion of namespaces once they are registered to prevent breaking existing identity links and historical profile fragments.

NEW QUESTION # 38

A data architect is tasked with enabling same-page and next-page personalization use cases via Adobe Target to ensure real-time targeting based on customer's interaction on the website.

Which two are prerequisites for activating the audiences to Adobe Target for onsite personalization? (Choose two.)

- A. Activate the Active-On-Edge merge policy to constantly evaluate audiences on the edge
- B. Create a separate workspace in Adobe Target for real-time and next-page personalization
- C. Implement a custom merge policy to evaluate audiences in real-time
- D. Grant users access to the default workspace and the Approver role

Answer: A,D

NEW QUESTION # 39

What does license usage tracking in Adobe RT-CDP help organizations manage?

- A. Customer segmentation rules.
- B. Platform resource utilization and quota limits.
- C. Compliance with data usage policies.
- D. Batch ingestion workflows.

Answer: B

NEW QUESTION # 40

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