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Adobe Real-Time CDP Business Practitioner Professional Sample Questions (Q82-Q87):

NEW QUESTION # 82

Given the following schema field:
Schema Field: personEmail.address

Core Labels Applied: I1 and I2

Custom Labels Applied: CUSTOM_1 and CUSTOM_2

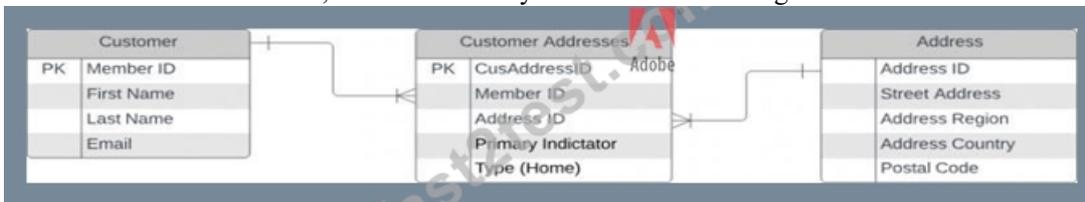
Assuming the Default Access Policy is enabled, what is the fewest amount of label(s) added to a user's role in order to access the above schema field?

- A. Add "I1 and CUSTOM_2" to the access role
- B. Add "I1 and I2" to the access role
- C. Add "I1 or I2 or CUSTOM_1 or CUSTOM_2" to the access role
- D. Add "I1 and I2" and "CUSTOM_1" to the access role

Answer: D

NEW QUESTION # 83

A data architect is asked to create an XDM Individual Profile class-based schema from the relational data model seen in the attached exhibit. From what the architect is told, the business has collected and stored the history of all home addresses (could be hundreds) used by a customer since the beginning. All addresses have a type of home but only a single address has the primary indicator flag set. The marketing team needs to be able to utilize this data for both audience/segment creation and in personalization. Given the above relational model, what is the best way to translate this into a single schema?



Customer	
PK	Member ID
	First Name
	Last Name
	Email
	Home Addresses [array]
	Street
	Region
	Country
	Postal Code
	Primary Indicator

- A.

Customer	
PK	Member ID
	First Name
	Last Name
	Email
	Home Address
	Street
	Region
	Country
	Postal Code

- B.

Customer	
PK	Member ID
	First Name
	Last Name
	Email
	Home Address 1
	Street
	Region
	Country
	Postal Code
	Home Address 2
	Home Address 3
	Home Address N

- C.

Answer: B

NEW QUESTION # 84

A consultant notices that two profiles have collapsed due to shared identities. What is the best way for the consultant to determine the specific dataset or batch responsible for the collapsed identity?

- A. Manually inspect individual profiles for shared identity links
- B. Browse the datasets enabled for profile using query service until they find the batch that caused the issue
- C. Use the identity graph viewer using the shared identity namespace and value, and locate the dataset and batch that caused the issue
- D. Look up the profile using the shared identity namespace and value, and identify the dataset and batch which caused the issue

Answer: C

NEW QUESTION # 85

A retail company wants to target customers who viewed a product category on their website within the last 24 hours. What type of segmentation should they use?

- A. Batch Segmentation
- B. Predictive Segmentation
- C. Dynamic Segmentation
- D. Static Segmentation

Answer: C

NEW QUESTION # 86

A retail company needs to integrate data from its CRM and e-commerce platform to build a unified customer profile. The CRM uses email as the primary identifier, while the e-commerce platform uses phone numbers. What strategy should they use in Adobe RT-CDP?

- A. Use a single namespace and ignore secondary identifiers.
- B. Enable only deterministic identity resolution with phone numbers as the primary field.
- C. Create separate schemas for each data source without linking identities.
- D. Configure identity namespaces for email and phone and link them in the Identity Graph.

Answer: D

NEW QUESTION # 87

