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Exam : **AD0-E602**

Title : Adobe Real-Time CDP
Business Practitioner
Professional Exam

Vendor : Adobe

Version : DEMO

NO.1 An Adobe Real-Time CDP Business Practitioner receives a last-minute request from the marketing department to create segments and make them available as quickly as possible for a campaign going live tomorrow. The segments will use primarily batch datasets, which will not be evaluated for 24 hours.

How can the practitioner speed up the segment evaluation process for these segments?

- A. Evaluate the segment on-demand using the Experience Cloud Edge
- B. Evaluate the segment on-demand using the Segment Query Service
- C. Evaluate the segment on-demand using the Segment Service API

Answer: A

Explanation:

According to the Adobe documentation, Experience Cloud Edge is a type of destination that allows sending segments to Adobe Experience Cloud solutions, such as Adobe Target and Adobe Audience Manager, in real-time. This type of destination can speed up the segment evaluation process by leveraging edge segmentation, which evaluates segments at the edge of Adobe Experience Platform, close to where data collection occurs. Reference:

<https://experienceleague.adobe.com/docs/experience-platform/destinations/catalog/experience-cloud-edge.html?lang=en>

NO.2 A financial services start-up implements Adobe Real-Time CDP and ingests third-party data with lead information. The start-up provides credit cards with crypto currency bonus offers.

Which two attributes could be used to understand high-value prospects? (Choose two.)

- A. Household income
- B. Number of bank accounts
- C. Credit score
- D. Bitcoin price

Answer: A,C

Explanation:

Two attributes that could be used to understand high-value prospects are household income and credit score. Household income indicates the financial capacity and spending power of a prospect, which could affect their interest in credit cards with crypto currency bonus offers. Credit score indicates the creditworthiness and risk level of a prospect, which could affect their eligibility and approval for credit cards with crypto currency bonus offers.

NO.3 A Real-Time CDP Business Practitioner is working with a client whose platforms are not adhering to data compliance measures. Which two must the practitioner use to enforce data governance for activating segments to platform destinations? (Choose two.)

- A. Data usage policies
- B. Marketing action
- C. Data enforcement rules
- D. Destination labels

Answer: A,D

Explanation:

According to the Adobe documentation, destination labels are labels that indicate the type and purpose of a destination, such as on-site or off-site, personalization or analytics, etc. Data usage

policies are rules that define how data can be used based on data usage labels and destination labels. These two must be used to enforce data governance for activating segments to platform destinations by ensuring that only compatible data and destinations are allowed. Reference:

<https://experienceleague.adobe.com/docs/experience-platform/data-governance/labels/destination-labels.html?lang=en>

<https://experienceleague.adobe.com/docs/experience-platform/data-governance/policies/policies-overview.html?lang=en>

NO.4 A data steward is working with a client who has provided geographic data. Which labeling option is appropriate to categorize this type of data?

- A. Contractual Data
- B. Sensitive Data
- C. Profile Data
- D. Identity Data

Answer: C

Explanation:

According to the Adobe documentation, profile data is a type of data label that indicates data that describes characteristics or traits of an individual or group, such as demographic information, preferences, or interests. Geographic data can be categorized as profile data, as it describes the location of an individual or group. Reference: <https://experienceleague.adobe.com/docs/experience-platform/data-governance/labels/data-labels.html?lang=en#data-labels>

NO.5 A Real-Time CDP Business Practitioner wants to create a customer segment to enable same page and next page personalization use cases.

Which type of evaluating segment should the practitioner use?

- A. Streaming segmentation
- B. Edge segmentation
- C. Batch segmentation

Answer: B

Explanation:

According to the Adobe documentation, edge segmentation is a type of streaming segmentation that evaluates segments at the edge of Adobe Experience Platform, close to where data collection occurs. This allows for faster segment evaluation and activation, enabling use cases such as same page and next page personalization. Reference: <https://experienceleague.adobe.com/docs/experience-platform/segmentation/edge.html?lang=en>