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NEW QUESTION: 1

A data engineer is concerned about a sudden increase in ingestion errors during data acquisition from a streaming source to Adobe Experience Platform (AEP). Which monitoring capability should the engineer enable in AEP to understand the cause of each ingestion failure?

- A. Enable Alert Rules for Ingestion Failures and Flow Run Failures
- B. Enable partial ingestion with Async Validation
- C. Enable Adobe I/O Events to receive real-time notifications about ingestion errors
- D. Enable System Events to receive real-time notifications about system failures

Answer: ([SHOW ANSWER](#))

To effectively monitor and diagnose a sudden increase in ingestion errors, a data engineer must utilize the Alerting Service in Adobe Experience Platform. By enabling Alert Rules for Ingestion Failures and Flow Run Failures (Option A), the engineer can receive proactive notifications whenever a dataflow encounters an issue.

Alerts provide the necessary operational visibility by linking directly to the Monitoring dashboard, where the engineer can inspect specific flow runs. This allows for the investigation of error codes, such as schema validation mismatches or identity resolution failures, which are common in streaming sources. While Partial Ingestion (Option B) can help a process continue by skipping faulty records, it is a data handling strategy rather than a monitoring capability to "understand the cause" of failures.

Options C and D refer to Adobe I/O Events or general system events, which are primarily used for building external, custom webhook integrations rather than using the native, built-in monitoring and alerting UI specifically designed for dataflow oversight. By subscribing to native alerts, the data engineer ensures they are notified of failures as they happen, allowing for immediate remediation to maintain the integrity of the Real-Time Customer Profile.

NEW QUESTION: 2

Which type of constraint can be defined in the Batch API's payload while sending bulk data to Adobe Real-Time CDP?

- A. Encryption Type
- B. Batch Size
- C. Data Schema
- D. Batch Frequency

Answer: ([SHOW ANSWER](#))

When performing bulk data ingestion using the Batch Ingestion API, the most critical constraint that must be defined is the Data Schema. Adobe Experience Platform is built on the principle of Experience Data Model (XDM) compliance. Every batch created must be associated with a specific Dataset, which in turn is strictly bound to an XDM Schema.

When a developer initiates a "Create Batch" request, the platform requires the datasetId. This ID ensures that all incoming records in the payload are validated against the structure, data types, and mandatory fields defined in the schema. This constraint is fundamental to maintaining data integrity within the Data Lake and ensures that the Real-Time Customer Profiles service can correctly ingest and merge the fragments. Options like Batch Size and Batch Frequency are typically environmental or orchestration settings rather than constraints defined within the API's batch creation payload itself. By enforcing the Data Schema constraint at the ingestion point, Adobe CDP prevents "dirty data" from entering the system, ensuring that segmentation and activation services can rely on a standardized and predictable data structure across all sources.

NEW QUESTION: 3

A marketer is using Adobe Real-Time CDP and wants to exclude potential customers who have already made a purchase in the last 30 days from being targeted in an upcoming holiday discount campaign. What criterion would the marketer use to create the audience segment for the campaign?

- A. Segment all profiles who have not completed a purchase in last 30 days
- B. Segment all profiles who have an order delivery status as pending
- C. Segment all profiles who have completed a purchase in last 30 days
- D. Segment all profiles who have viewed a product in last 30 days

Answer: ([SHOW ANSWER](#))

To effectively exclude a group from a campaign in Adobe Real-Time CDP, the marketer first needs to define the group they wish to suppress. The most efficient way to achieve this in the Segment Builder is to create an audience of "Recent Purchasers." By selecting the criterion "Segment all profiles who have completed a purchase in last 30 days" (Option C), the marketer creates a dynamic list of individuals who have triggered a commerce purchase event within the specified lookback window.

Once this "Recent Purchasers" segment is created, the marketer can then use it as an exclusion rule in the main campaign segment. For example, the campaign audience would be defined as: "All Customers" EXCLUDE

"Recent Purchasers." This approach is a standard best practice for optimizing marketing spend and preventing customer fatigue.

Option A is incorrect because "not completed a purchase" is a negative lookback that is computationally more expensive and less precise than identifying a positive action for exclusion. Option B is irrelevant to the purchase history requirement. Option D would exclude browsers, not just purchasers, which would likely over-suppress the audience. By building a positive segment of those who have purchased, the marketer can reuse that segment for different purposes (such as a "Thank You" campaign) while simultaneously using it as a suppression list for the holiday discount.

NEW QUESTION: 4

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.** Edit the Identity Namespace type within 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.** Delete the custom Identity Namespace from the Adobe Experience Platform User-Interface under Identities

Answer: (SHOW ANSWER)

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: 5

A data engineer has been loading profile fragments into the Real-Time Customer Profile on a daily basis using the REST API with data structured based on a predefined schema. Recently, there was an update to add new attributes to the schema, including a new field for 'Preferred Channel'. The data engineer ran an ingestion process with the new schema changes and noticed that the new attribute is not appearing in the Real-Time Customer Profile for some profiles. What should the data engineer investigate first to troubleshoot this issue?

- A.** Assess the network connectivity from the data source to the Adobe Experience Platform
- B.** Review the schema changes to ensure that the new attribute is included and correctly mapped in the ingestion payload
- C.** Verify that the amount of data being ingested does not exceed the platform's capacity
- D.** Analyze whether the data ingestion process ran within the scheduled time

Answer: ([SHOW ANSWER](#))

When new attributes are added to an XDM Schema, several technical failure points must be verified to ensure data flows correctly into the Real-Time Customer Profile. The first and most critical investigation step is to review the schema and the ingestion payload mapping.

In Adobe Experience Platform, simply adding a field to a schema does not automatically populate it; the ingestion source (the REST API payload in this case) must have the new field mapped exactly to the correct XDM path. If there is a mismatch in the field name (e.g., preferred_channel vs. preferredChannel) or if the field was added to the schema but not "enabled for profile," the data will land in the Data Lake but will be ignored by the Profile Service.

Option A and D are unlikely to be the cause if other parts of the profile are updating correctly. Option C is rarely the issue for specific field missingness, as capacity issues usually result in total ingestion failure or significant latency across all fields. By verifying the Payload-to-XDM mapping and ensuring the schema is marked for Profile, the engineer can confirm that the data is being correctly recognized and stored within the customer's unified view.

NEW QUESTION: 6

In the context of Adobe's Real-Time CDP, what defines an Identity Graph?

- A.** It is a representation of how identities are linking customers information from different datasets
- B.** It is a data model illustrating transactional history of a customer
- C.** It is a network diagram showing the relationships among various datasets.
- D.** It is a graph that maps the customer's journey across all channels

Answer: A ([LEAVE A REPLY](#))

In Adobe Real-Time CDP, an Identity Graph is a structural representation of the relationships between different identity namespaces that belong to an individual. It is the engine that enables Identity Stitching.

When multiple datasets are ingested into the platform, they often contain different "fragments" of a customer's identity—for instance, one dataset might identify a user by their Email, while another uses a loyalty_id. The Identity Graph manages these connections, ensuring that all data associated with these various IDs is aggregated into a single, unified profile.

Option B describes a transaction log, not an identity structure. Option C is incorrect because the graph links identities(people), not the datasets themselves. Option D describes a "Customer Journey," which is a visualization of interactions over time; while the Identity Graph enables the tracking of that journey by linking the sessions, the graph itself is strictly the map of identity overlaps. By maintaining this graph, Real-Time CDP can resolve identities in real-time, allowing for consistent messaging even as a customer moves between anonymous browsing and authenticated states across different devices and platforms.

NEW QUESTION: 7

Which process is crucial for creating a unified customer profile in Adobe Experience Platform?

- A.** Restricting profile data to demographic attributes only to reduce complexity
- B.** Configuring identity Graph to reconcile multiple identifiers across datasets
- C.** Employing a single data source to ensure consistency in the profile
- D.** Using Adobe Real-time CDP to automatically update identities and preferences

Answer: ([SHOW ANSWER](#))

Creating a unified customer profile in Adobe Experience Platform (AEP) depends fundamentally on the Identity Service and its ability to bridge disparate data fragments. The crucial process is the configuration of the Identity Graph, which serves as a map of relationships between various identity namespaces (such as Email, CRM ID, and ECID) across different datasets. When data is ingested, the Identity Service looks for these identifiers; if two different records share a common identifier, the service links them together in the graph.

Without a properly configured Identity Graph, data remains siloed in its original datasets. For example, if a

"Purchase" event from an offline system contains a CRM ID and a "Web Visit" event contains an ECID, the platform cannot know they belong to the same person unless a third record (perhaps a login event) connects the CRM ID to the ECID. Option A is incorrect because a unified profile requires both attributes and behavioral events to be useful. Option C defeats the purpose of a CDP, which is designed to integrate multiple sources. Option D is a result of the system's function but not the specific underlying process required to achieve unification. Therefore, reconciling identifiers through the Identity Graph is the technical foundation for the "Single View of the Customer."

NEW QUESTION: 8

A gaming company wants to send user's gaming event data from the console to Adobe Experience Platform through Adobe Experience Platform Server API and Edge Network for serving personalized experiences at a later stage. In the Server API call what is the right endpoint to use to send the data to Adobe Experience Platform after the company configures the necessary Schema, Dataset and Datastream?

- A.** POST `https://server.adobedc.net/ee/v2/interact?datasetId={DATASET_ID}`
- B.** POST `https://server.adobedc.net/ee/v2/interact?schemaid={SCHEMA_ID}`
- C.** POST `https://server.adobedc.net/ee/v2/interact?configId={DATASTREAM_ID}`

D. POST https://server.adobedc.net/ee/v2/interact?sand={sandbox}

Answer: ([SHOW ANSWER](#))

When utilizing the Adobe Experience Platform Server-Side API to communicate with the Edge Network, the most critical parameter is the Datastream ID (internally referred to in the API as configId). The Datastream acts as the central router on the Edge Network; it identifies which Experience Platform sandbox, dataset, and schema the incoming data should be mapped to, as well as which other Adobe solutions (like Target or Analytics) should receive the data.

The correct endpoint structure is POST https://server.adobedc.net/ee/v2/interact?configId={DATASTREAM_ID}. Options A and B are incorrect because the Edge Network does not accept raw data targeted directly at a Dataset or Schema ID; those mappings are handled server-side within the Datastream configuration to simplify the client-side (or console-side) implementation. Option D is incorrect because while a sandbox name might be part of a header or organizational context, it is not the primary routing parameter for the Edge Network interaction. By targeting the configId, the gaming company ensures that their event data is correctly processed by the Edge Network Service, allowing for real-time profile enrichment and future personalization.

NEW QUESTION: 9

A healthcare client plans to send data from a wearable device using the Edge data ingestion capability of Adobe Experience Platform. The data architect of the client has created a schema that includes fields labeled as sensitive. If a Datastream is created that is associated with the mentioned schema above, what are the services that can be added to the Datastream?

- A.** Only Adobe services like Adobe Experience Platform, Adobe Analytics, Adobe Target, Adobe Audience Manager, etc.
- B.** Any HIPAA-ready or non-HIPAA-ready services that can be configured in a Datastream
- C.** Only HIPAA-ready services like Adobe Experience Platform
- D.** Adobe Experience Platform and non-HIPAA-ready Event Forwarding service

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 10

A data engineer is troubleshooting an issue where clickstream data being ingested via Adobe's Web SDK into Adobe Real-Time CDP is not populating the desired segment. The segment is looking for visitors who have added an item to their cart but have not made a purchase in over 30 days. The source data consists of user interactions, collected in real-time. It is available in a structured format and includes information like click timestamp, visitor ID, event type (page view, item added to cart, purchase, etc.), and item details.

What is the possible cause for the error when trying to create the Edge Segment?

- A.** The segment logic of 30 days between events does not meet Edge segmentation criteria.
- B.** The data being ingested does not include timestamp information
- C.** The data engineer has not specified that the data should populate this segment during ingestion.
- D.** The SDK has not been configured to send data to the platform

Answer: ([SHOW ANSWER](#))

Adobe Experience Platform Edge Segmentation is designed for ultra-low latency personalization and carries specific architectural guardrails that differ from Hub-based (Batch or Streaming) segmentation. One of the primary limitations of Edge Segmentation is the lookback window and the complexity of time-based event relationships.

Edge segmentation is optimized for "in-session" or very recent cross-session behavior. A segment requiring a

30-day lookback or a specific duration of inactivity (over 30 days) between two discrete events exceeds the current technical capabilities of the Edge Network's real-time evaluation engine.

Edge segments typically support shorter lookback windows (typically up to 24 hours for certain attributes) and are intended to react to the "current" state of the user.

Option B is incorrect because Web SDK automatically includes timestamps. Option C is incorrect because segments are evaluated against ingested data based on rules, not manual "population" flags during ingestion.

Option D is unlikely as the prompt implies the data is being ingested but just not populating the segment.

Therefore, the "30 days" logic is the root cause; while this segment would work perfectly as a Batch Segment in the Hub, it is ineligible for Edge Segmentation due to the memory and processing requirements of maintaining a 30-day state at the network edge.

NEW QUESTION: 11

A customer needs to access profile data using /access/entities endpoint. What parameters are required to retrieve profile information?

- A. Data ingested TimeStamp field
- B. Entity Identity and Entity ID Namespace
- C. Profile Name and DOB field

Answer: ([SHOW ANSWER](#))

To retrieve specific profile information programmatically via the Adobe Experience Platform Real-Time Customer Profile API, developers must use the /access/entities endpoint. Because the profile store is a NoSQL environment designed for high-speed lookups, the system requires specific coordinates to locate a profile fragment or a merged profile. These required parameters are the Entity Identity (the actual value of the ID, such as "user@example.com") and the Entity ID Namespace (the context of that ID, such as "email").

When making a GET request to this endpoint, the id and namespace parameters are mandatory because a single identity value might exist in multiple namespaces (e.g., the numeric string "12345" could be a CRM_ID for one person and a Loyalty_ID for another). Providing both ensures the API returns the correct entity. Option A is incorrect as timestamps are used for filtering or auditing but not for primary entity retrieval. Option C is incorrect because names and dates of birth are attributes within a profile, not the unique lookup keys used by the API's identity-based indexing system. Mastery of these parameters is essential for developers building custom integrations or troubleshooting profile data within the platform.

NEW QUESTION: 12

A company is looking to model their data architecture in Adobe Real-Time CDP that includes customer transactions across multiple platforms. What is the approach to define identity graph for a customer in Adobe Real-Time CDP to track a customer's activities across multiple platforms?

- A. Use a time-based merge policy for all platforms
- B. Define unique identity namespaces for each platform
- C. Define common identity namespaces across platforms

Answer: ([SHOW ANSWER](#))

To successfully track a customer across multiple platforms (e.g., Web, Mobile App, and POS), the Identity Service must be able to recognize that a value in one system refers to the same person as a value in another.

This is achieved by defining common identity namespaces.

For example, if the Web platform uses an email address to identify a user and the Mobile App also uses an email address, both should map to the standard "Email" namespace. If the platforms used different namespaces for the same data type (e.g., "Web_Email" vs "App_Email"), the Identity Service would treat them as unrelated entities, and the Identity Graph would fail to "stitch" the profiles together.

Using common namespaces allows the platform to build a comprehensive graph where various IDs (like a CRM ID, an Email, and an ECID) act as bridge points. When a user logs in on the web with an email and later logs into the app with that same email, the common namespace enables the Real-Time Customer Profile to merge their web browsing behavior with their app activity.

Option B would result in fragmented, siloed profiles, defeating the purpose of a CDP. Option A refers to Merge Policies, which govern how data is prioritized during conflicts, but does not define how identities are linked in the graph.

NEW QUESTION: 13

A data engineer working with a multinational corporation is setting up the data governance policies for Adobe Real-Time CDP to handle data from various regions where different data privacy laws apply. Which measure should the engineer implement in order to abide by the different regional data privacy regulations?

- A. Monitor and adjust data governance policies as per changing data privacy laws
- B. Employ a region-specific data usage policy to restrict improper marketing actions
- C. Completely restrict data from regions with high data breach occurrences
- D. Create distinct data set labels for different regions with specific access permissions to ensure appropriate data handling

Answer: ([SHOW ANSWER](#))

In Adobe Real-Time CDP, regional data privacy compliance is managed through the Data Usage Labeling and Enforcement (DULE) framework. This framework allows data engineers to apply metadata labels to datasets and specific fields that indicate the sensitive nature of the data or regional restrictions (e.g., GDPR for Europe or CCPA for California).

While labeling (Option D) is a prerequisite, the actual "measure" that ensures compliance is the application of Data Usage Policies (Option B). These policies act as the enforcement engine that checks the labels against intended marketing actions (Destinations). For example, if a dataset is labeled with a "C1" label (representing data that should not be used for on-site advertising in a specific region), and a marketer attempts to activate that data to a website personalization destination, the platform will automatically block the action.

Implementing region-specific usage policies is the most robust way to manage global compliance at scale. It allows the multinational corporation to define exactly what can and cannot be done with data based on its origin and the applicable laws of that region. Option A is a management process rather than a technical platform measure. Option C is too restrictive and counterproductive for a global business. By using policies, the corporation can safely utilize customer data for marketing while ensuring that every activation automatically respects regional privacy constraints.

NEW QUESTION: 14

A large healthcare company has a legacy system which leverages a relational database management system (RDBMS) to keep track of patient records and has multiple tables that represent different entities like demographics, patient visits, diagnoses, treatments and insurance. The company is planning to use Adobe Real-Time Customer Data Platform (Adobe Real-Time CDP) to consolidate all their patient data and help in deriving meaningful insights. They plan to use Adobe Real-Time CDP to translate their RDBMS data model to Experience Data Model (XDM) for ease of data management and real-time analytics. However, they need to ensure that they translate their data model optimally to take full advantage of Adobe Real-Time CDP's features while keeping consistency and data integrity. Considering the data relations, which approach would the data architect adopt to best migrate RDBMS data into XDM?

- A.** Create XDM schemas with two classes: demographics and patient events
- B.** Create a single monolithic XDM schema to replicate the current RDBMS structure
- C.** Create an XDM profile to capture demographics data and corresponding XDM events stitched from primary identities
- D.** Create multiple XDM schemas representing each table in the existing RDBMS and link them using composite keys

Answer: ([SHOW ANSWER](#))

Migrating from a highly normalized RDBMS to Adobe Real-Time CDP requires transitioning from a "table-join" mindset to a Profile-plus-Behavior model. In Adobe Experience Platform, the core of the NoSQL architecture is the Real-Time Customer Profile, which is assembled from two distinct types of data:

attributes and events.

The optimal approach (Option C) involves creating an XDM Individual Profile schema to act as the "source of truth" for slow-changing patient demographics (e.g., name, DOB, insurance ID). Simultaneously, time-series data such as patient visits, diagnoses, and treatments should be modeled using the XDM Experience Event class. Unlike an RDBMS where you might link five

tables via foreign keys, XDM uses Primary Identities and the Identity Service to "stitch" these events to the profile in real-time.

Option A is technically incorrect because "demographics" and "patient events" are not the names of the base classes (the classes are XDM Individual Profile and XDM ExperienceEvent). Option B (monolithic) would create a massive, non-performant record that fails to capture the chronological nature of healthcare visits.

Option D is incorrect because Adobe Experience Platform does not support traditional SQL composite keys for linking schemas; instead, it relies on a flattened, denormalized event structure or Lookup Relationships.

By using a Profile-Event architecture, the healthcare provider can perform real-time segmentation (e.g.,

"Patients with Diagnosis X who visited in the last 24 hours") with extreme efficiency.

NEW QUESTION: 15

What is the maximum number of identities that the graph viewer can display?

- A. 1
- B. 100
- C. 4000
- D. 50

Answer: ([SHOW ANSWER](#))

The Graph Viewer is a diagnostic tool within the Adobe Experience Platform UI that allows data architects to visualize how different identities (e.g., CRM IDs, Email, ECIDs) are stitched together for a specific individual. While an Identity Graph for a single person can technically contain a large number of nodes through co-occurrence and cross-device linking, the UI visualization has a hard limit for performance and readability.

The Graph Viewer is designed to display a maximum of 50 identities (nodes) at one time. If an identity graph exceeds this limit, the viewer will notify the user that the graph is too large to display in its entirety. This limit is in place to ensure that the browser-based visualization remains responsive and that the architectural relationships remain decipherable to the human eye.

It is important to distinguish this UI display limit from the system's processing limits. The Identity Service can maintain and resolve graphs much larger than 50 identities, though extremely large graphs (often called "leafy graphs") can trigger system protections to prevent incorrect stitching of unrelated individuals (e.g., shared computers). Option B (100) and Option C (4000) are significantly higher than the actual UI capability. Option A (1) is the minimum, not the maximum. Understanding the 50-identity limit is crucial for developers when troubleshooting complex identity resolution issues or diagnosing potential data quality problems where IDs are merging incorrectly.

NEW QUESTION: 16

A company has completed their implementation of Adobe Experience Platform (AEP) and is successfully onboarding data and profiles, but they are struggling with managing data across their

services. What tool would best aid the company in inspecting, manipulating, and analyzing dataset data in AEP Data Lake?

- A. Data Compliance Settings
- B. Adobe Query Service
- C. Data Governance API
- D. Data Usage Labeling and Enforcement (DULE)

Answer: (SHOW ANSWER)

Adobe Experience Platform Query Service is the foundational tool designed for inspecting, validating, and transforming data within the Data Lake. While AEP stores data in a NoSQL environment, Query Service provides a Standard SQL interface that allows data architects and engineers to interact with datasets as if they were relational tables. This is critical for post-ingestion data preparation and for analyzing complex customer journeys that span multiple datasets.

The service is primarily used for ad hoc data exploration-allowing users to run SELECT queries to verify that ingested data matches the expected schema and quality standards before it is enabled for the Real-Time Customer Profile. Beyond simple inspection, it supports Batch Queries (using "Create Table As Select" or CTAS) to derive new datasets from existing ones, which can then be used for reporting or re-ingested into the Profile Service.

Options A, C, and D refer to the Data Governance framework, which is used for labeling data and enforcing usage policies (DULE) or managing compliance. While these are essential for managing access and privacy, they do not provide the analytical or manipulative capabilities required to query the raw data rows. Query Service remains the only tool within the platform that allows for deep SQL-based analysis of the full Data Lake history.

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NEW QUESTION: 17

A data engineer needs to ingest batch data from a third-party customer relationship management (CRM) system into Adobe Real-Time CDP for a major holiday marketing campaign. What should the engineer check for in the initial stages of creating a manual dataflow when considering the batch ingestion framework?

- A. If the target schema is already associated with the dataset in the dataflow
- B. If the file is in a supported format
- C. If the data complies with the legal aspects of Adobe Terms and Conditions

D. If the dataset is configured to trigger the ingestion immediately after the creation of the dataflow

Answer: ([SHOW ANSWER](#))

When setting up a manual batch dataflow in Adobe Experience Platform, the first technical hurdle is ensuring that the source file is compatible with the platform's ingestion engine. Adobe Real-Time CDP supports specific file formats for batch ingestion, primarily Parquet and JSON. If the CRM data is exported as a CSV, the engineer must ensure it follows strict formatting rules or convert it to a supported format to prevent ingestion failures during the validation stage.

Checking the file format (Option B) is a foundational step because the ingestion service validates the file structure against the target XDM schema immediately upon upload. While the target schema must indeed be associated with the dataset (Option A), this is a step within the dataflow creation process rather than a preliminary check of the batch data itself. Option C is a legal/governance concern rather than a technical framework requirement for dataflow creation. Option D is incorrect because batch ingestion is typically scheduled or triggered manually; it is not a "trigger-on-creation" mechanism like streaming. Ensuring the file format is correct is the primary "pre-flight" check to guarantee that the mapping interface can correctly interpret the source fields for the marketing campaign data.

NEW QUESTION: 18

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

Answer: ([SHOW ANSWER](#))

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: 19

A data architect is tasked with maintaining synchronization between Edge and Adobe Real-Time CDP profiles in a dynamic data environment. The developer needs to determine the frequency and extent of the synchronization between Edge and Adobe Real-Time CDP profiles. What is the primary factor that should be used to complete this task?

- A. Profile qualification as part of an Edge audience
- B. The rate of data change and ingestion from the source systems
- C. The volume of customer interactions
- D. The size of the data objects

Answer: (SHOW ANSWER)

In the Adobe Experience Platform architecture, the Adobe Experience Platform Edge Network provides a globally distributed point of presence for low-latency delivery of experiences. Synchronizing the Hub (Real-Time CDP) with the Edge is critical for "Real-Time" use cases. The primary factor governing this synchronization is Profile qualification as part of an Edge audience. When an audience is marked for "Edge" evaluation, the platform ensures that the necessary profile fragments and segment membership statuses are projected to the Edge Network. This allows the Edge to make instant decisions (like personalizing a website banner) without having to query the central Hub, which would introduce latency. If a profile qualifies for an audience that is active on the Edge, that profile's relevant data is synchronized to ensure the Edge has the most current state for decisioning.

Option B, the rate of data change, affects ingestion but doesn't specifically dictate the Edge-Hub synchronization logic. Options C and D (interaction volume and data size) are environmental factors that influence performance but are not the functional "trigger" for synchronization. The architectural design of AEP prioritizes efficiency by only moving the data to the Edge that is required for active, edge-enabled use cases, making audience qualification the definitive driver of this process.

NEW QUESTION: 20

A company has two identities (CRM ID and Email ID) that can be used to define their customers in their customer relationship management (CRM) system. However, not all customers have provided their Email ID.

but all customers have a unique CRM ID. The CRM data stored in the system takes the form:

CRM_ID	Email_ID	First_Name	Last_Name
00001	jb1@mail.com	John	Brown
00002		Sarah	Doe
00003	pb3@mail.com	Peter	Brown

The company wishes to construct a single view of their customer in Real-time Customer Profile. Which two steps would they take to avoid having Incomplete customer profiles" (Choose two.)

- A. Mark CRM ID as the primary identity in their Experience Data Model (XDM) schema
- B. Remove any profiles without an Email ID before Ingestion into Real-Time Customer Profile
- C. Treat the CRM ID and Email ID as separate identities in the XDM schema
- D. Mark Email ID as the primary identity in their XDM schema
- E. Establish both the CRM id and Email id as co-primary identities in their xdm schema

Answer: ([SHOW ANSWER](#))

To ensure a robust and comprehensive Real-Time Customer Profile, the data architect must select identities that guarantee record uniqueness while maximizing the ability to stitch data. In this scenario, since every customer has a CRM ID but not every customer has an Email ID, the CRM ID must be designated as the Primary Identity (Option A). In Adobe Experience Platform, the Primary Identity serves as the anchor for the profile fragment; if a field marked as the only primary identity is missing a value, the record cannot be ingested into the Profile Service. By selecting the CRM ID, the company ensures that 100% of their records are processed and accessible.

Furthermore, the Email ID should be treated as a Secondary Identity (Option C). In XDM, you can mark multiple fields as identities. When Email ID is included as an identity in the schema—even if it is not the primary—it still participates in the Identity Graph. This allows the platform to "stitch" together profile fragments from other sources (like web behavior or email marketing logs) that might only contain the Email ID.

Option D is incorrect because records without an email (like "Sarah Doe" in the provided image) would fail to load. Option E is technically incorrect because XDM does not support "co-primary" status in a single schema; one must be the primary anchor. By using CRM ID as the primary and Email ID as a secondary identity, the system creates a "Single View of the Customer" that is both complete (no dropped records) and extensible (linkable via email when available).

NEW QUESTION: 21

A customer needs to exclude profiles from re-entering an audience once they have already been in the audience. How can this be achieved?

- A. Use Segment Membership > last qualification time in last 24 hours logic in audience rule to filter only the realized audiences
- B. Use Segment Membership > Status = "Entity is realized" in the segment logic in audience rule to filter only the realized audiences
- C. Use Segment Membership > Status = "Entity is exited" the segment" logic in audience rule to filter only the realized audiences
- D. Use Segment Membership.valid Until next 24 hours logic in audience rule to filter only the realized audiences

Answer: B ([LEAVE A REPLY](#))

In Adobe Real-Time CDP, managing the lifecycle of an individual within an audience is handled through Segment Membership attributes. To prevent a profile from re-entering an audience (essentially creating a "one-time entry" rule), the marketer must leverage the Status field of the Segment Membership object.

When a profile qualifies for a segment, its status for that specific segment ID becomes "Existing" or "Realized". By adding a rule to the segment definition that checks if the profile's status is already "Realized," you can effectively filter the audience. To prevent re-entry, the logic would involve checking if a profile has ever been realized in that segment. In the Segment Builder, this is typically achieved by dragging the

"Segment Membership" folder into the canvas and specifying that the status must NOT be equal to "Exited" or checking if the specific "Realized" state has been reached previously.

Option B is the most direct technical answer for identifying those who have already entered the segment.

Option A is incorrect because qualification time only looks at when they joined, not their state of membership.

Option C would identify people who have left the segment, which might not be enough to prevent re-entry if they are currently in a "void" state. Option D refers to TTL (Time-to-Live) settings, which govern how long a profile remains in a segment but does not inherently block re-entry logic. Using membership status allows for persistent suppression based on historical qualification.

NEW QUESTION: 22

A financial institution is implementing Adobe Real-Time CDP and has critical data coming from multiple sources, raising data security concerns. What is the recommended Adobe Experience Platform feature to use to ensure this sensitive data, such as customer's financial details and transactional data, is handled properly?

- A.** Profile API
- B.** Query Service
- C.** Data Usage Labels and Policies
- D.** Privacy Request

Answer: ([SHOW ANSWER](#))

For a financial institution, managing sensitive information like account numbers or transaction history requires a rigorous governance strategy. The recommended feature to ensure this data is handled according to security and compliance standards is Data Usage Labels and Policies.

This feature allows the institution to categorize data using Labels at the schema and field level. For instance, sensitive financial fields can be labeled with "PII" (Personally Identifiable Information) or "S1" (Highly Sensitive). Once labeled, Data Usage Policies are created to define the "contracts" of how that data can be used. If a policy is set to restrict "S1" data from being exported to third-party cloud storage, the platform will automatically enforce this at the point of activation.

This "Governance by Design" approach ensures that even as data moves from multiple sources into the unified Real-Time Customer Profile, it carries its security context with it. Option A (Profile

API) and Option B (Query Service) are tools for accessing and analyzing data but do not provide inherent security or governance protections. Option D (Privacy Request) is used to satisfy individual consumer rights like "the right to be forgotten" but does not manage the ongoing architectural security of the data. Data Usage Labels and Policies provide the proactive, automated enforcement needed to mitigate the risk of data misuse or accidental exposure in highly regulated industries like finance.

NEW QUESTION: 23

A company is onboarding multiple external data sources into Adobe Real-Time CDP and they want to ensure that the profile merge is performed efficiently. In what two ways could they configure the Identity Service to facilitate an efficient profile merge? (Choose two.)

- A. Ensure the external data sources have the same identity namespaces to reduce data redundancy
- B. Create separate identity namespaces for each data source
- C. Merge the data sources manually using the Union tool
- D. Configure identity graph with unlimited capacity to ensure all profiles are stored
- E. Set up the appropriate Namespaces in Identity Service to create unified profiles

Answer: ([SHOW ANSWER](#))

To facilitate an efficient profile merge across multiple data sources, the Identity Service must be configured to recognize when different records belong to the same person. This is achieved primarily through the strategic use of Identity Namespaces.

Option E is the foundational step: setting up appropriate namespaces (such as Email, CRM ID, or ECID) provides the necessary context for the platform to link identities. Option A is the critical tactical approach: for the platform to "stitch" profiles efficiently, disparate data sources must share common namespaces. For example, if both a CRM system and a Web SDK implementation use the standard "Email" namespace for the same email address, the Identity Graph can automatically bridge these two sources into a single, unified profile. Using the same namespace across sources prevents the creation of "identity silos" and ensures that the Merge Policy can accurately aggregate all profile fragments into a 360-degree view.

Option B is incorrect because creating separate namespaces for every source would prevent stitching unless another common ID exists to bridge them, leading to fragmented profiles. Option C is incorrect as AEP performs merging automatically based on identity links and merge policies, not manual union tools. Option D is incorrect as the system has fixed Identity Guardrails (limits on the number of IDs per profile) to maintain performance and prevent "graph collapses" where unrelated individuals are merged.

NEW QUESTION: 24

A data engineer needs to ingest batch data from a third-party customer relationship management (CRM) system into Adobe Real-Time CDP for a major holiday marketing campaign. What should the engineer check for in the initial stages of creating a manual dataflow when considering the batch ingestion framework?

- A. If the data complies with the legal aspects of Adobe Terms and Conditions
- B. If the dataset is configured to trigger the ingestion immediately after the creation of the dataflow
- C. If the file is in a supported format
- D. If the target schema is already associated with the dataset in the dataflow

Answer: ([SHOW ANSWER](#))

When setting up a manual batch dataflow in Adobe Experience Platform, the first technical hurdle is ensuring that the source file is compatible with the platform's ingestion engine. Adobe Real-Time CDP supports specific file formats for batch ingestion, primarily Parquet and JSON. If the CRM data is exported as a CSV, the engineer must ensure it follows strict formatting rules or convert it to a supported format to prevent ingestion failures during the validation stage. Checking the file format (Option B) is a foundational step because the ingestion service validates the file structure against the target XDM schema immediately upon upload. While the target schema must indeed be associated with the dataset (Option A), this is a step within the dataflow creation process rather than a preliminary check of the batch data itself. Option C is a legal/governance concern rather than a technical framework requirement for dataflow creation. Option D is incorrect because batch ingestion is typically scheduled or triggered manually; it is not a "trigger-on-creation" mechanism like streaming. Ensuring the file format is correct is the primary "pre-flight" check to guarantee that the mapping interface can correctly interpret the source fields for the marketing campaign data.

NEW QUESTION: 25

A system admin is looking to implement attribute-based access control (ABAC) in their Adobe Real-Time CDP (RTCDP) to support unique data access requirements for various user groups within the organization.

Which method represents the most efficient way to set up ABAC in RTCDP?

- A. Creating Individual policies for each user group
- B. Distributing data in different databases based on the requirement of the user group
- C. Regularly updating user roles and permissions based on changing needs
- D. Applying custom labels to data attributes and tying them to access groups with relevant policies

Answer: ([SHOW ANSWER](#))

The most efficient implementation of Attribute-Based Access Control (ABAC) in Adobe Real-Time CDP relies on the metadata-driven relationship between data labels and user permissions. Unlike traditional security models that only look at who the user is, ABAC looks at the attributes of the data itself to determine access.

The process begins by applying custom labels to specific XDM schema fields or attributes (Option D). For example, fields containing sensitive contact information can be labeled as "Protected." The admin then creates Access Groups and defines Policies that link these labels to specific roles. If a user belongs to a group that does not have the "Protected" permission, the system will

automatically mask or hide those specific fields across the entire UI, including Profile views and Query Service results.

Option A is inefficient because it leads to "policy sprawl" and is difficult to maintain at scale.

Option B is incorrect as AEP is a single, unified data store; you cannot "distribute" data into different databases to manage access. Option C describes a maintenance task for RBAC but does not address the foundational logic of ABAC. By tying labels to access groups, the admin creates a scalable, dynamic security model where access is automatically enforced based on the nature of the data being accessed.

NEW QUESTION: 26

A media and entertainment client wants to reduce the website latency by sending web event data to the Adobe Experience Platform Edge Network and then transfer the data to other Adobe products instead of leveraging individual product libraries. Which in-built field group in the schema configuration can help with the data collection on the Edge Network?

- A. Consumer Experience Event
- B. Adobe Experience Platform Web SDK ExperienceEvent
- C. Journey Orchestration Step Event Action Execution Fields
- D. Experience Event - Proposition Reference

Answer: B ([LEAVE A REPLY](#))

To reduce latency and consolidate data collection, Adobe recommends using the Adobe Experience Platform Web SDK. This single library replaces legacy tags (like AppMeasurement.js or at.js) and sends data to the Edge Network via a single call. For the Edge Network to correctly process this data and route it to Adobe Real-Time CDP, the underlying XDM ExperienceEvent schema must include the Adobe Experience Platform Web SDK ExperienceEvent field group. This specific field group contains the standardized structures required to capture web-specific metadata, such as browser details, device information, and implementation context, which the Edge Network utilizes for server-side forwarding. Option A is a more general field group that lacks the specific plumbing for Web SDK automation. Option C is related to Journey Orchestration logic rather than raw data collection. Option D is used for Decision Management (Offers). By using the Web SDK field group, the client ensures that the data is structured in a "language" that the Edge Network understands natively, allowing for the sub-second data distribution required to reduce website overhead.

NEW QUESTION: 27

A team of developers at a digital marketing agency is setting up the Real-Time CDP for their client and they need to understand the implications of their data ingestion tactics in relation to their license. Which of these factors contributes to the calculation of Total Data Volume?

- A. Number of unique identifiers linked within the profile
- B. Number of namespaces a profile has data for
- C. Number of Experience Events linked to a profile

Answer: ([SHOW ANSWER](#)**)**

In Adobe Real-Time Customer Data Platform, licensing is often tied to two primary metrics: the Addressable Audience count (the number of unified profiles) and the Total Data Volume or Profile Enrichment capacity.

The Number of Experience Events linked to a profile (Option C) is a significant factor in the calculation of data volume and profile richness. While Individual Profile attributes (like name or email) are relatively static and small, Experience Events (like clicks, purchases, or page views) are time-series data that can grow exponentially. Every interaction captured via the Web SDK or Batch ingestion adds to the total storage and processing requirements of the Real-Time Customer Profile store.

Options A and B relate to the Identity Service and the complexity of the Identity Graph, but they generally do not drive the "Data Volume" metric in the same way as behavioral event history. While having many identifiers or namespaces increases the metadata size of a profile, the bulk of the data weight—and the metric most closely monitored for license overages regarding storage—is the volume of ingested Experience Events.

Developers must implement data retention strategies, such as Experience Event TTL, to purge old events and keep the total data volume within the client's contractual limits.

NEW QUESTION: 28

A healthcare client plans to send data from a wearable device using the Edge data ingestion capability of Adobe Experience Platform. The data architect of the client has created a schema that includes fields labeled as sensitive. If a Datastream is created that is associated with the mentioned schema above, what are the services that can be added to the Datastream?

- A. Any HIPAA-ready or non-HIPAA-ready services that can be configured in a Datastream
- B. Only Adobe services like Adobe Experience Platform, Adobe Analytics, Adobe Target, Adobe Audience Manager, etc.
- C. Only HIPAA-ready services like Adobe Experience Platform
- D. Adobe Experience Platform and non-HIPAA-ready Event Forwarding service

Answer: ([SHOW ANSWER](#))

In Adobe Experience Platform, data governance and compliance are enforced through the use of Data Usage Labeling and Enforcement (DULE). For healthcare organizations handling Protected Health Information (PHI), the platform requires strict adherence to HIPAA compliance standards. When a schema contains fields labeled as sensitive (such as those associated with HIPAA-regulated data), the Datastream configuration is restricted by the system's governance guardrails.

Specifically, if a schema is part of a healthcare-related implementation where PHI is present, you can only enable HIPAA-ready services within the Datastream. As of the latest Adobe documentation, Adobe Experience Platform (which includes Real-Time CDP) is a HIPAA-ready service when configured within a compliant organization. Other services like Adobe Analytics or standard Adobe Target are not inherently HIPAA-ready in all configurations and may be blocked from receiving data from a sensitive-labeled schema to prevent data leakage into non-compliant environments.

Options A and D are incorrect because they suggest that non-HIPAA-ready services (like standard Event Forwarding) could coexist with sensitive data, which would violate the compliance boundary. Option B is incorrect as it includes legacy services that do not meet the stringent encryption and access control requirements for PHI. By restricting the Datastream to HIPAA-ready services, Adobe ensures that sensitive health data is only processed within environments that have the necessary technical and administrative safeguards in place.

NEW QUESTION: 29

A marketing team wants to create a segment of customers who have purchased a product in the last 30 days and have not engaged with any promotional emails. Which segmentation approach is most appropriate in Adobe Real-Time CDP?

- A. Edge segmentation based on in-session behaviors
- B. Batch segmentation using historical purchase and email engagement data
- C. Streaming segmentation focusing solely on real-time purchase data
- D. Manual segmentation by exporting data and using external tools

Answer: ([SHOW ANSWER](#))

For segments that require evaluating long-term historical behavior (e.g., a 30-day lookback window) and cross-referencing multiple data types like offline/online purchases and email engagement logs, Batch Segmentation is the most appropriate and common approach.

Batch segmentation is designed to scan the entire Real-Time Customer Profile store to identify profiles that meet specific criteria over a significant duration. While Streaming Segmentation is excellent for immediate actions (e.g., "just clicked a link"), it has specific guardrails regarding lookback windows and complexity.

Evaluating a lack of engagement (the "NOT" condition for email engagement) across a 30-day period often involves processing large volumes of historical event data that are most efficiently handled by the daily batch jobs.

Option A is incorrect because Edge Segmentation is restricted to a subset of data available on the Edge Network and is intended for in-session personalization, not 30-day historical analysis.

Option C is insufficient because it ignores the email engagement requirement and lookback depth. Option D is the "old way" of working; Adobe Real-Time CDP is specifically designed to eliminate manual exports by centralizing this logic within the platform. Batch segmentation ensures that the audience is accurately calculated using the full breadth of the unified profile's history, providing a stable list for the marketing team's scheduled campaigns.

NEW QUESTION: 30

A media and entertainment client wants to reduce the website latency by sending web event data to the Adobe Experience Platform Edge Network and then transfer the data to other Adobe products instead of leveraging individual product libraries. Which in-built field group in the schema configuration can help with the data collection on the Edge Network?

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- B. Adobe Experience Platform Web SDK ExperienceEvent

C. Experience Event - Proposition Reference

D. Journey Orchestration Step Event Action Execution Fields

Answer: ([SHOW ANSWER](#))

To reduce latency and consolidate data collection, Adobe recommends using the Adobe Experience Platform Web SDK. This single library replaces legacy tags (like AppMeasurement.js or at.js) and sends data to the Edge Network via a single call. For the Edge Network to correctly process this data and route it to Adobe Real-Time CDP, the underlying XDM ExperienceEvent schema must include the Adobe Experience Platform Web SDK ExperienceEvent field group. This specific field group contains the standardized structures required to capture web-specific metadata, such as browser details, device information, and implementation context, which the Edge Network utilizes for server-side forwarding. Option A is a more general field group that lacks the specific plumbing for Web SDK automation. Option C is related to Journey Orchestration logic rather than raw data collection. Option D is used for Decision Management (Offers). By using the Web SDK field group, the client ensures that the data is structured in a "language" that the Edge Network understands natively, allowing for the sub-second data distribution required to reduce website overhead.

NEW QUESTION: 31

A data architect for a global retailer wants to ingest batch data into Adobe Real-Time Customer Data Platform. The data consists of a large number of customer profiles that need to be loaded in bulk. The architect is also looking to reduce the load on the infrastructure while maintaining high throughput. Which method would the architect use to load batch data into the Adobe Real-Time CDP effectively?

A. Using a single HTTP API request to send a batch of messages

B. Using the Adobe Real-Time Customer Data Platform directly without APIs

C. Using the Batch Ingestion API with specified batch sizes

Answer: ([SHOW ANSWER](#))

For high-volume data loading, the Batch Ingestion API is the architecturally sound choice for maintaining high throughput while managing system resources effectively. Unlike streaming ingestion, which processes messages individually, the Batch Ingestion API allows for the uploading of large data files (such as Parquet or JSON) that are processed as a single unit of work.

To optimize infrastructure load, the architect should utilize specified batch sizes. Adobe Experience Platform provides a "Large File Upload" workflow within the Batch Ingestion API that allows developers to break a single large file into smaller chunks, which are then stitched together on the platform side. This prevents timeouts and memory issues on the client-side infrastructure while ensuring the platform's ingestion engine can process the data in a scalable manner.

Option A is incorrect because a single HTTP API request is typically used for streaming or small payloads, not bulk profile loading. Option B is not a technical method, as even the UI utilizes these underlying APIs. By leveraging the Batch Ingestion API, the retailer can ensure that millions

of profile records are validated against XDM schemas and moved into the Data Lake and Real-Time Customer Profile store with high efficiency and robust error reporting.

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NEW QUESTION: 32

A customer is bringing their brand data using Mobile and Web SDK into AEP to use for brand marketing using Adobe Real-Time CDP. The client has a license limited to 5 million Addressable Audience. What strategy should be adopted by the Data Architect to keep profile count in check and within license limits?

- A. Experience Event TTL
- B. Privacy API Deletes
- C. Pseudonymous TTL
- D. Datalake Storage TTL

Answer: (SHOW ANSWER)

In Adobe Experience Platform, managing the Addressable Audience count is critical for license compliance, especially when ingesting high volumes of top-of-funnel data via Web and Mobile SDKs. Pseudonymous TTL (Time-to-Live) is the primary architectural strategy used to automatically manage the lifecycle of profiles that lack a durable identity.

When users browse a website or app anonymously, the system creates profiles keyed off a pseudonymous identifier (like an ECID). Without a management strategy, these transient profiles persist indefinitely, quickly exhausting the 5 million profile license limit. By configuring a Pseudonymous TTL at the sandbox or identity level, the architect can instruct the Real-Time Customer Profile service to automatically delete profiles that have not seen any activity within a specific timeframe (e.g., 14 or 30 days) and do not possess a "durable" identity (such as an Email or CRM ID).

Option A (Experience Event TTL) removes individual events but does not delete the profile record itself.

Option B (Privacy API) is intended for one-off GDPR/CCPA requests, not automated capacity management.

Option D (Datalake Storage TTL) only affects the long-term storage and not the Active Profile count used for licensing. By implementing Option C, the architect ensures that only active or known customers occupy the 5 million slots, while stale, anonymous fragments are purged to make room for new prospects.

NEW QUESTION: 33

A data architect is designing a Real-Time Customer Profile to capture user interactions across multiple channels for an online media company. The company tracks user interactions such as article reads, video views, and ad clicks across its website, app, and email newsletters. Currently, the Real-Time Customer Profile schema design contains a User Profile Class and an Experience Event Class. The Experience Event Class captures each interaction as a separate event record and contains an identity field (user_id) linking to the user profile.

Upon review, the data architect realizes that the schema design is unable to accurately capture the sequence of interactions made by a single user during one session (defined as a continuous period of activity without more than 30 minutes of inactivity).

How should the data architect modify the schema design to better capture the sequence of user interactions within a single session in the Real-Time Customer Profile?

- A. Add a session.id field to the Experience Event Schema
- B. Add a session.id field to the User Profile Schema
- C. Add an event.type field to the User Profile Schema
- D. Create a new Session Schema and add a session.id field to it

Answer: (SHOW ANSWER)

In Adobe Real-Time CDP, the Experience Data Model (XDM) is designed to separate static attributes from time-series data. The XDM ExperienceEvent Class is specifically intended to capture "point-in-time" occurrences, such as clicks, views, or purchases. To accurately track and sequence user interactions within a specific session, the most effective architectural approach is to include a session identifier directly within the ExperienceEvent schema.

By adding a session.id (typically via the Adobe Analytics or Web SDK mixin) to the ExperienceEvent record, each discrete event is tagged with a unique identifier that persists for the duration of the user's activity.

This allows the Real-Time Customer Profile to not only link events to a specific individual via the Identity Map but also to group and sequence those events chronologically within a specific visit. Options B and C are incorrect because the XDM Individual Profile Class represents the "state" of a user (e.g., name, email, subscription status) rather than a sequence of transient actions; storing a session ID there would result in data overwriting and a loss of historical session context. Option D is unnecessary because XDM is built on a flat, denormalized event structure; creating a separate schema for sessions would introduce unnecessary complexity in relationship mapping and decrease performance for real-time segmentation.

Therefore, modifying the ExperienceEvent schema to include a session identifier is the standard best practice for session-based behavioral analysis and journey orchestration.

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