

Adobe Real-Time CDP Business Practitioner Professional

Adobe AD0-E605

Version Demo

Total Demo Questions: 8

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Topic Break Down

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Topic 1, Data Ingestion	26
Topic 2, Profiles and Audiences	42
Topic 3, Destinations	8
Topic 4, Administration	12
Total	88

QUESTION NO: 1

What determines which records become part of the profile during Adobe Real-Time CDP's profile assembly process?

- A. The associated merge policy of the dataset where the record resides
- B. The manual selection by the data architect overseeing the data management process
- C. The alignment with the specified segmentation rule in the audience management module
- D. The specific identity graph that has been associated with the profile
- E. Whether the dataset containing the record is enabled for Profile

ANSWER: E

Explanation:

Whether the dataset containing the record is enabled for Profile determines whether its records are ingested into and available to Adobe Real-Time Customer Profile. Profile enablement is configured at the schema and dataset levels: the dataset's underlying XDM schema must be enabled for Profile, and the dataset must then be enabled for Profile. Once these conditions are met, records ingested into that dataset generate profile fragments that can contribute to an individual's unified profile. This is the foundational inclusion decision in profile assembly, because data from datasets not enabled for Profile is not added to the Real-Time Customer Profile store.

After eligible profile fragments exist, Adobe uses identity information to associate fragments belonging to the same person or entity, and applies the selected merge policy to determine how eligible fragment attributes are combined and prioritized in the unified view. Those later processes affect association and attribute resolution, but Profile-enabled dataset configuration is what makes the record available for profile assembly in the first place. Adobe documents the dataset and schema requirements for Profile enablement in its [Enable a dataset for Real-Time Customer Profile](#) guide, and describes profile fragments and their role in assembly in the [Real-Time Customer Profile overview](#).

QUESTION NO: 2

What is the core function of alerts in the Adobe Real-Time CDP?

- A. To notify users of system or operation predefined conditions
- B. To support data routing and orchestration
- C. To monitor privacy regulations
- D. To track customer behavior patterns

ANSWER: A

Explanation:

To notify users of system or operation predefined conditions is correct because Adobe Real-Time CDP is built on Adobe Experience Platform, whose alerting capability provides proactive notifications when defined platform events or conditions occur. Its purpose is operational visibility: it helps practitioners and administrators recognize conditions that need attention, such as the success or failure of data-ingestion processes, destination dataflow runs, and other supported Experience Platform workflows. Users can subscribe to available alert types and receive notifications through the Experience Cloud notification interface; supported alerts may also be delivered by email, depending on the notification configuration.

This monitoring function is important in a Real-Time CDP implementation because profile enrichment and audience activation depend on reliable data movement and processing. Timely notification enables a team to investigate an ingestion or export condition promptly, maintain awareness of platform operations, and take corrective action when required. Alerts therefore communicate the occurrence of predefined conditions rather than perform the underlying data-processing work themselves. Adobe documents alert subscriptions, notification delivery, and available alert types in the [Experience Platform alerts overview](#). The related [Subscribe to alerts documentation](#) explains how users select alert notifications for supported Experience Platform services.

QUESTION NO: 3

An Adobe Real-Time CDP (RTCDP) consultant is working on a next-page personalization use case for an e-commerce client's website. The client wanted to use Adobe Target for delivering personalized experiences using Adobe Experience Platform (AEP) Edge segments. The client has already implemented Web SDK and configured Datastream to share website event data with AEP and Adobe Target. While implementing the delivery of personalized experiences, the RTCDP consultant was not able to get the right experience rendered successfully. Which two debugging steps can the RTCDP consultant take to identify the issue? (Choose two.)

- A. Check if the client is using Adobe Target or Adobe Target V2 extension for delivering personalization
- B. Validate if the Edge Segmentation and Personalization Destinations are enabled in the Datastream under AEP service
- C. Check if the merge policy used in Edge segments is enabled for the Active-on-edge feature
- D. Check if there is only a single Adobe Target destination configured to which Edge segments are activated

ANSWER: B C

Explanation:

"Validate if the Edge Segmentation and Personalization Destinations are enabled in the Datastream under AEP service" is an essential check because these Datastream settings allow the Edge Network to evaluate eligible audiences during the Web SDK request and make audience membership available to configured edge personalization destinations, including Adobe Target. Without these capabilities enabled, an otherwise valid audience and Target activity cannot use edge audience qualification to select a next-page experience.

"Check if the merge policy used in Edge segments is enabled for the Active-on-edge feature" is also required. Edge audience evaluation relies on profile data being available at the Edge Network, and the merge policy used by the audience must be enabled for edge use. An active-on-edge merge policy determines how profile fragments are combined for the low-latency profile view needed to qualify an individual during a web request. Confirming this setting helps establish that the audience can be evaluated in time for the subsequent page request and that Target receives the applicable audience context for experience decisioning.

Adobe documents the edge audience evaluation requirements, including use of an active-on-edge merge policy, in its [edge segmentation guide](#). Datastream service configuration is covered in the [Datastream configuration documentation](#).

QUESTION NO: 4

A retailer is onboarding CRM customer attributes and commerce order data into Adobe Real-Time CDP. The retailer needs durable customer attributes available for profile segmentation and must also retain individual order history for event-based audiences.

Which two schema-design approaches should be used? (Choose two.)

- A. Model CRM attributes in an XDM Individual Profile schema with the CRM ID configured as an identity
- B. Model orders in an XDM ExperienceEvent schema using the same CRM ID namespace
- C. Store every order in a repeating order-history array on the Individual Profile schema
- D. Use separate identity namespaces for the same CRM ID in the CRM and order datasets
- E. Model orders only in a lookup schema because products are reference data

ANSWER: A B

Explanation:

Model CRM attributes in an XDM Individual Profile schema with the CRM ID configured as an identity and **model orders in an XDM ExperienceEvent schema using the same CRM ID namespace** are correct. Durable attributes such as name, loyalty status, and preferences belong in an Individual Profile schema. Each order is a time-series transaction and

belongs in an ExperienceEvent schema. Using the same appropriately configured CRM ID namespace allows the event records and profile attributes to be associated with the same customer.

Storing all orders as a profile attribute array does not provide the appropriate event-level model for transaction history. Using separate namespaces for the same CRM identifier would prevent consistent identity interpretation. A lookup schema is intended for dimensional enrichment data and is not the primary model for customer order events.

QUESTION NO: 5

A data engineer has ingested customer records into a CRM dataset, but the records are not available in Real-Time Customer Profile. The customer records are correctly mapped to XDM and contain a customer identifier.

Which two configurations are required for the records to contribute to Real-Time Customer Profile? (Choose two.)

- A. Ensure that the schema contains an identity field and is enabled for Profile
- B. Enable the target dataset for Profile
- C. Create a dataset precedence merge policy before ingesting records
- D. Apply a data usage label to the customer identifier field
- E. Configure the dataset as a lookup dataset

ANSWER: A B

Explanation:

The schema must contain an identity field and be enabled for Profile and the dataset must be enabled for Profile are correct. A schema intended for Real-Time Customer Profile must have an appropriate identity configuration and be enabled for Profile. The dataset using that schema must also be enabled for Profile before ingested records can create profile fragments.

Creating a merge policy affects how eligible fragments are reconciled after they are available in Profile; it does not make a dataset Profile-enabled. Applying data usage labels governs data handling and activation, but does not determine whether records enter Real-Time Customer Profile.

QUESTION NO: 6

A large retail customer has built thousands of audiences and wishes to activate them on social media destinations. What is the maximum number of audiences to a single destination permitted by guardrail?

- A. 250
- B. 500
- C. 400
- D. 100

ANSWER: A

Explanation:

250 is the documented performance guardrail for the maximum number of audiences that can be mapped to a single destination in Adobe Experience Platform. This limit applies to audience activation mappings for one destination connection/dataflow and is intended to help the activation service operate predictably at scale. A retailer with thousands of audiences should plan its activation design around this guardrail, mapping only the audiences required for a particular social-media activation use case and using separate destination dataflows where appropriate and supported by the destination.

Adobe describes guardrails as limits that guide implementations toward reliable performance and notes that performance guardrails are not necessarily hard system-enforced limits. Consequently, exceeding the recommended number can introduce activation-processing delays or other operational risks, particularly when audience memberships change frequently. The applicable configuration should also account for any destination-specific constraints, such as partner API limits or limits on the number of audience mappings supported by that social platform. See Adobe's [destination guardrails documentation](#) and its overview of [Experience Platform guardrails](#).

QUESTION NO: 7

A marketing firm wants to create an audience for their new campaign focusing on repeat customers. What should they use in Adobe Real-Time CDP to build this audience segment considering recency and frequency of the customer visits?

- A. Compose Audience using customer profiles from Adobe Analytics
- B. Create a rule-based Audience with frequency and recency conditions
- C. Compose Audience using offline customer relationship management CRM data
- D. Import Audience from Adobe Target

ANSWER: B

Explanation:

Create a rule-based Audience with frequency and recency conditions is the appropriate approach because Adobe Real-Time CDP audience definitions can evaluate behavioral experience events in an individual's unified profile. A marketer can define a visit event, set a minimum number of qualifying occurrences to identify repeat behavior, and apply a relative time constraint such as within the previous 30, 60, or 90 days. This combines frequency, meaning how often a customer visited, with recency, meaning how recently the qualifying visits occurred. The resulting audience is continuously evaluated as new event data is ingested and profiles are updated, allowing customers to qualify when they meet the repeat-visit criteria and cease qualifying when their activity no longer falls within the selected recency window. Rule-based audience creation is designed for this type of profile-attribute and event-based logic, including event counts and time-based conditions. Adobe's Segment Builder documentation describes building audiences from profile attributes and experience events, while the segmentation service overview explains how these definitions are evaluated for use in Real-Time CDP activation workflows. See [Adobe Experience Platform Segment Builder](#) and [Adobe Experience Platform Segmentation Service overview](#).

QUESTION NO: 8

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: A C

Explanation:

Marking CRM ID as the primary identity in the XDM schema ensures that every CRM record has the identity required to be enabled for Real-Time Customer Profile. A primary identity is the identifier used for the profile fragment created from a record, so selecting the universally populated, unique CRM ID prevents otherwise valid customers from being omitted because an optional email value is absent. The CRM ID should use the appropriate identity namespace for the organization's CRM system.

Treating the CRM ID and Email ID as separate identities in the XDM schema allows both identifiers to participate in identity resolution when each is present. CRM ID provides the reliable anchor for all CRM customers, while Email ID can link a customer's CRM profile to profile fragments from channels or datasets that identify the same person by email. Adobe Experience Platform supports marking identity fields in an XDM schema and designating one identity as the primary identity for a dataset. This combination preserves complete CRM coverage while enabling the identity graph to connect records across sources where email is available. See Adobe's [identity-field documentation](#) and [Real-Time Customer Profile documentation](#).