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Question 1

Question Type: MultipleChoice

A Real-time CDP business practitioner needs to determine how data will be prioritized and what data will be combined to create that unified view of a customer profile.

Which feature should be used?

Options:

- A- Merge Policies
- B- Union Schema
- C- Identity Graph

Answer:

A

Explanation:

According to the Adobe documentation, merge policies are a feature of Real-Time CDP that can be used to determine how data will be prioritized and what data will be combined to create a unified view of a customer profile. Merge policies define the rules and logic for

merging profile attributes from different data sources into a single profile. Merge policies can be either predefined or custom, and they can be applied at the dataset level or the tenant level. Reference: <https://experienceleague.adobe.com/docs/experience-platform/profile/merge-policies/overview.html?lang=en#merge-policies-overview>

Question 2

Question Type: MultipleChoice

Where would a Real-Time CDP Business Practitioner go to search for Profiles by Merge Policy in the UI?

Options:

- A- Profiles > Merge Policy
- B- Profiles > Browse
- C- Profiles > Union Schema
- D- Profiles > Overview

Answer:

B

Explanation:

According to the Adobe documentation, Profiles > Browse is where a Real-Time CDP Business Practitioner can go to search for Profiles by Merge Policy in the UI. Profiles > Browse allows the user to search for individual profiles or groups of profiles based on various criteria, such as identity value, namespace, dataset, or merge policy. The user can also view the profile details and timeline for each profile. Reference: <https://experienceleague.adobe.com/docs/experience-platform/profile/ui/browse.html?lang=en#searching-for-profiles>

Question 3

Question Type: MultipleChoice

Which two standard widgets are available in a Profiles overview dashboard of Real-time CDP? (Choose two.)

Options:

- A-** Profiles added
- B-** Profile source
- C-** Identity graph

D- Identity overlap

Answer:

A, B

Explanation:

According to the Adobe documentation, profiles added and profile source are two standard widgets that are available in a Profiles overview dashboard of Real-time CDP. Profiles added widget shows the number of profiles that have been added to the platform over time. Profile source widget shows the breakdown of profiles by their source type, such as batch or streaming. Reference: <https://experienceleague.adobe.com/docs/experience-platform/profile/ui/overview.html?lang=en#profiles-overview-dashboard>

Question 4

Question Type: MultipleChoice

What is an example of a profile namespace?

Options:

- A- Device name
- B- Email
- C- Segment
- D- Display Name

Answer:

B

Explanation:

An example of a profile namespace is email. A profile namespace is a type or source of identity value that is used to identify a customer across different data sources. Email is a predefined profile namespace that represents the email address of a customer. Other examples of profile namespaces are Phone Number, ECID, or CRM ID

Question 5

Question Type: MultipleChoice

As a Real-Time Business Practitioner, it is required to create a custom merge policy in Adobe Experience Platform for an upcoming use case to ensure profile attributes to take precedence from latest datasets and are applied across all datasets automatically.

Which merge method should the practitioner select?

Options:

- A- Dataset timestamp
- B- Timestamp ordered
- C- Dataset precedence

Answer:

B

Explanation:

According to the Adobe documentation, timestamp ordered is a merge method that can be used to create a custom merge policy in Adobe Experience Platform for an upcoming use case to ensure profile attributes take precedence from latest datasets and are applied across all datasets automatically. Timestamp ordered merge method prioritizes profile attributes based on their ingestion timestamp, with newer values taking precedence over older values. Timestamp ordered merge method also applies globally across all datasets within a tenant. Reference: <https://experienceleague.adobe.com/docs/experience-platform/profile/merge-policies/methods.html?lang=en#timestamp-ordered>

Question 6

Question Type: MultipleChoice

What is an example of a profile namespace?

Options:

- A- Device name
- B- Email
- C- Segment
- D- Display Name

Answer:

B

Explanation:

An example of a profile namespace is email. A profile namespace is a type or source of identity value that is used to identify a customer across different data sources. Email is a predefined profile namespace that represents the email address of a customer. Other examples of profile namespaces are Phone Number, ECID, or CRM ID

Question 7

Question Type: MultipleChoice

Which two standard widgets are available in a Profiles overview dashboard of Real-time CDP? (Choose two.)

Options:

- A- Profiles added
- B- Profile source
- C- Identity graph
- D- Identity overlap

Answer:

A, B

Explanation:

According to the Adobe documentation, profiles added and profile source are two standard widgets that are available in a Profiles overview dashboard of Real-time CDP. Profiles added widget shows the number of profiles that have been added to the platform over time. Profile source widget shows the breakdown of profiles by their source type, such as batch or streaming. Reference: <https://experienceleague.adobe.com/docs/experience-platform/profile/ui/overview.html?lang=en#profiles-overview-dashboard>

Question 8

Question Type: MultipleChoice

A Real-time CDP business practitioner needs to determine how data will be prioritized and what data will be combined to create that unified view of a customer profile.

Which feature should be used?

Options:

- A- Merge Policies
- B- Union Schema
- C- Identity Graph

Answer:

A

Explanation:

According to the Adobe documentation, merge policies are a feature of Real-Time CDP that can be used to determine how data will be prioritized and what data will be combined to create a unified view of a customer profile. Merge policies define the rules and logic for merging profile attributes from different data sources into a single profile. Merge policies can be either predefined or custom, and they can be applied at the dataset level or the tenant level. Reference: <https://experienceleague.adobe.com/docs/experience-platform/profile/merge-policies/overview.html?lang=en#merge-policies-overview>

Question 9

Question Type: MultipleChoice

As a Real-Time Business Practitioner, it is required to create a custom merge policy in Adobe Experience Platform for an upcoming use case to ensure profile attributes to take precedence from latest datasets and are applied across all datasets automatically.

Which merge method should the practitioner select?

Options:

- A- Dataset timestamp
- B- Timestamp ordered
- C- Dataset precedence

Answer:

B

Explanation:

According to the Adobe documentation, timestamp ordered is a merge method that can be used to create a custom merge policy in Adobe Experience Platform for an upcoming use case to ensure profile attributes take precedence from latest datasets and are applied across all datasets automatically. Timestamp ordered merge method prioritizes profile attributes based on their ingestion timestamp, with newer values taking precedence over older values. Timestamp ordered merge method also applies globally across all datasets within a tenant. Reference: <https://experienceleague.adobe.com/docs/experience-platform/profile/merge-policies/methods.html?lang=en#timestamp-ordered>

Question 10

Question Type: MultipleChoice

Where would a Real-Time CDP Business Practitioner go to search for Profiles by Merge Policy in the UI?

Options:

- A- Profiles > Merge Policy
- B- Profiles > Browse
- C- Profiles > Union Schema
- D- Profiles > Overview

Answer:

B

Explanation:

According to the Adobe documentation, Profiles > Browse is where a Real-Time CDP Business Practitioner can go to search for Profiles by Merge Policy in the UI. Profiles > Browse allows the user to search for individual profiles or groups of profiles based on various criteria, such as identity value, namespace, dataset, or merge policy. The user can also view the profile details and timeline for each profile. Reference: <https://experienceleague.adobe.com/docs/experience-platform/profile/ui/browse.html?lang=en#searching-for-profiles>

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