Question 1

A Real-Time CDP Business Practitioner is working with a client and needs to process a request to access or delete through the privacy service.

What must the Real-Time CDP Business Practitioner include in the request?

Options:

A- Segment and namespace

B- Identity and segment

C- Identity and namespace

D- Last name and segment

Answer:

C

Explanation:

According to the Adobe documentation, identity and namespace are the two required fields that must be included in a request to access or delete through the privacy service. Identity is the value of the identifier for the profile, such as an email address or a phone number. Namespace is the type of identifier, such as ECID or CRM ID. Reference: https://experienceleague.adobe.com/docs/experience-platform/privacy/ui/create-request.html?lang=en#required-fields

Question 2

Question Type: MultipleChoice

A Real-Time CDP Business Practitioner is mapping attributes from audience data to a streaming profile export destination. They want to include Active and Expired members in subsequent incremental exports.

What field must they make sure is selected when mapping attributes?

Options:

A- segmentMembership.status

B- profile.status

C- event.status

D- person.status

Answer:

A

Explanation:

According to the Adobe documentation, segmentMembership.status is a field that indicates the current status of a profile's membership in a segment, such as Active, Expired, or Realized. This field must be selected when mapping attributes to a streaming profile export destination to include Active and Expired members in subsequent incremental exports. Reference: https://experienceleague.adobe.com/docs/experience-platform/destinations/catalog/profile-export.html?lang=en#mapping-attributes

Question 3

Question Type: MultipleChoice

An Adobe Real-Time CDP Business Practitioner wants to create a batch segment of users for a financial services client who opened account in the last rolling 30 days. The analytics team needs an updated segment count prior to a campaign launch.

What would the practitioner need to do to achieve this task?

Options:

A- Re-create the segment

B- Streaming segment

C- Segment job

Answer:

C

Explanation:

According to the Adobe documentation, segment job is a feature that allows running an on-demand evaluation of segments using batch datasets and getting an updated segment count within minutes. Segment job can be used to achieve this task by selecting the segment and clicking on "Run segment job" from the action bar. Reference: https://experienceleague.adobe.com/docs/experience-platform/segmentation/ui/segment-job.html?lang=en

Question 4

Question Type: **MultipleChoice**

A Real-Time CDP Business Practitioner has to create a new segment of California residents. What field group tile should they drag onto the segment builder canvas?

Options:

A- Audiences

B- Events

C- Attributes

Answer:

C

Explanation:

According to the Adobe documentation, attributes are fields that describe profile characteristics or traits, such as demographic information, preferences, or interests. Attributes can be dragged onto the segment builder canvas to define segment rules based on attribute values or ranges. In this case, the practitioner can drag an attribute that indicates the state of residence and set it to California. Reference: https://experienceleague.adobe.com/docs/experience-platform/segmentation/ui/segment-builder.html?lang=en#attributes

Question 5

A Real-Time CDP Business Practitioner wants to target audiences on LinkedIn.

In order to target LinkedIn profiles what three identities must be used to support this targeting?

Options:

A- Hashed emails, phone number, GAID

B- Hashed emails, IDFA, GAID

C- IDFA, GAID, MID

Answer:

A

Explanation:

According to the Adobe documentation, LinkedIn Matched Audiences is a type of destination that allows matching profiles based on hashed email addresses, phone numbers, or mobile device IDs (GAID or IDFA) with LinkedIn users across various LinkedIn services, such as Campaign Manager and Marketing Solutions API. This type of destination can be used to target audiences on LinkedIn using

Question 6

Question Type: MultipleChoice

An Adobe Real-Time CDP Business Practitioner wants to create a segment of users who have purchased an item in the last 90 days and then purchased another item 5 days later.

What type of segmentation could be used?

Options:

A- Frequency Segmentation

B- Recency Segmentation

C- Sequential Segmentation

Answer:

C