



Adobe AD0-E602 Practice Questions

Shared by Joyner on 19-08-2026

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Question 1

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 2

Question Type: MultipleChoice

A Real-time CDP Business Practitioner is working to apply data labels according to DULE labeling.

At which level would should the business practitioner apply labels to propagate to chosen datasets and fields?

Options:

- A- Dataset
- B- Table
- C- Connection
- D- Schema

Answer:

D

Explanation:

According to the Adobe documentation, DULE labeling is a framework that allows applying data usage labels (DULs) to data fields based on their usage category (Descriptive, Underlying, Linked, or Extracted). DULs can be applied at the schema level, which means they will propagate to all datasets and fields that use that schema. Reference: <https://experienceleague.adobe.com/docs/experience-platform/data-governance/dule/dule-overview.html?lang=en#dule-overview>

Question 3

Question Type: MultipleChoice

A financial services start-up implements Adobe Real-Time CDP and ingests third-party data with lead information. The start-up provides credit cards with crypto currency bonus offers.

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

Options:

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

Answer:

B, C

Explanation:

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

Question 4

Question Type: MultipleChoice

A Real-Time CDP Business Practitioner wants to make Privacy Service requests for Experience Cloud applications. Which two categories of applications can they use? (Choose two.)

Options:

- A- On-prem applications
- B- Self-serve applications
- C- Real-time applications
- D- Applications integrated with Privacy Service

Answer:

B, D

Explanation:

According to the Adobe documentation, self-serve applications are applications that allow users to create and manage their own Privacy Service requests, such as Adobe Experience Platform, Adobe Campaign Standard, and Adobe Target. Applications integrated with Privacy Service are applications that have built-in integrations with Privacy Service and can automatically process requests, such as Adobe Audience Manager, Adobe Analytics, and Adobe Experience Manager.

Reference:

<https://experienceleague.adobe.com/docs/experience-platform/privacy/home.html?lang=en#applications>

Question 5

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 6

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 7

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 8

Question Type: MultipleChoice

A Real-Time Business Practitioner wants to receive alerts when an error occurs while ingesting data from a source connection. Which method should the practitioner use to enable this?

Options:

- A- Subscribe to source flow run failure alerts
- B- Subscribe to failure alerts from monitoring UI
- C- Create failure alerts in source workflow

Answer:

A

Explanation:

According to the Adobe documentation, subscribing to source flow run failure alerts is the method to receive alerts when an error occurs while ingesting data from a source connection. Source flow run failure alerts are notifications that are sent to the user's email address when a source connection run fails due to an error. The user can subscribe to these alerts by selecting the option in the source connection settings. Reference:
<https://experienceleague.adobe.com/docs/experience-platform/sources/ui/monitor.html?lang=en#subscribing-to-source-flow-run-failure-alerts>

Question 9

Question Type: MultipleChoice

A Real-Time CDP Business Practitioner is working with a client whose platforms are not adhering to data compliance measures. Which two must the practitioner use to enforce data governance for activating segments to platform destinations? (Choose two.)

Options:

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

Answer:

A, C

Explanation:

According to the Adobe documentation, destination labels are labels that indicate the type and purpose of a destination, such as on-site or off-site, personalization or analytics, etc. Data usage policies are rules that define how data can be used based on data usage labels and destination labels. These two must be used to enforce data governance for activating segments to platform destinations by ensuring that only compatible data and destinations are allowed. Reference: <https://experienceleague.adobe.com/docs/experience-platform/data-governance/labels/destination-labels.html?lang=en>
<https://experienceleague.adobe.com/docs/experience-platform/data-governance/policies/policies-overview.html?lang=en>

Question 10

Question Type: MultipleChoice

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