



Adobe AD0-E605 Practice Questions

Shared by Young on 19-08-2026

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Question 1

Question Type: MultipleChoice

A company collects customer data from various sources, including customer relationship management (CRM) systems, website interactions, and in-store purchases. To create a unified Real-Time Customer Profile in Adobe Experience Platform, which approach should be taken?

Options:

- A- Use a single identity namespace for all data sources to simplify identity resolution
- B- Configure identity namespaces based on Experience Data Model (XDM) schemas for all profile-enabled data sources
- C- Ingest data without mapping to XDM schemas to maintain raw data integrity
- D- Prioritize online data over offline data to ensure real-time responsiveness

Answer:

B

Explanation:

To create a unified Real-Time Customer Profile, Adobe Experience Platform relies on the Identity Service to stitch data together across disparate sources. The correct approach involves configuring Identity Namespaces within the XDM schemas used by each data source. An Identity Namespace provides context for an identity value (e.g., distinguishing an 'Email' from a 'CRM ID').

When multiple datasets are 'Profile-enabled,' the system looks for common identity markers. For example, a CRM record might contain a CRM_ID and an Email, while a website interaction contains an ECID and an Email. By defining these fields as identities within their respective schemas and assigning them to the correct namespaces, the Identity Graph can link the CRM_ID to the ECID via the shared Email.

Option A is incorrect because using a single namespace for different ID types would lead to data collisions and failed resolution. Option C is incorrect because data must be mapped to XDM and enabled for Profile to be included in the unified view; raw, unmapped data remains in the data lake and cannot participate in real-time services. Option D is a strategic choice but not a technical requirement for unification; the platform is designed to handle both high-velocity behavioral data and high-volume batch data (offline) simultaneously to form a complete 360-degree view.

Question 2

Question Type: MultipleChoice

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.)

Options:

- 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:

A, D

Explanation:

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.

Question 3

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Question 4

Question Type: MultipleChoice

Given Adobe's Real-Time CDP, what defines an Identity Graph?

Options:

- 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

Explanation:

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.

Question 5

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

Options:

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- B- It is a data model illustrating transactional history of a customer
- C- It is a network diagram showing the relationships among various datasets.
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Question 6

Question Type: MultipleChoice

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

Options:

- 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

Answer:

A

Explanation:

In Adobe Real-Time CDP, the profile assembly process is governed by Merge Policies. When data is ingested from multiple sources, it often results in 'profile fragments'---disparate pieces of information about the same individual. The Merge Policy acts as the set of rules that the Real-Time Customer Profile service uses to determine how these fragments are prioritized and combined into a single, unified view.

A Merge Policy specifies two critical components: the Identity Stitching method (Private Graph or Co-occurrence) and the Attribute Prioritization. The latter determines which dataset's values 'win' in the event of a conflict (e.g., if Dataset A says a user lives in New York and Dataset B says Los Angeles). By associating a dataset with a specific merge policy, the architect ensures that only the data intended for the unified profile is included and that the most accurate, authoritative source is represented.

Options B and C are incorrect because profile assembly is an automated structural process, not a manual selection or a result of segmentation logic. Option D is incorrect because the identity graph defines the links between identities, but the Merge Policy is what defines the rules for the data assembly itself. Therefore, the Merge Policy is the ultimate arbiter of how records are merged and which data points constitute the final 'Active Profile.'

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Question 8

Question Type: MultipleChoice

A Marketing Specialist in a travel agency firm has imported an externally created audience which contained a "Destination.City" attribute into Adobe Experience Platform. The Marketing Specialist then wanted to use this attribute in segment builder to combine with other Event attributes to create a more complex audience but is facing challenges with building the new audience. What is the reason for the issue the Marketing Specialist is facing?

Options:

A- External audience attributes can only be combined with Profile attributes and not Event attributes.

B- External audience attributes are non-durable and not linked to the unified profile for segmentation

C- External audience attributes can only be used in segmentation APIs and not segment builder

D- External audience attributes first need to be linked with the schema fields before using in segment builder.

Answer:**B**

Explanation:

When an audience is imported into Adobe Experience Platform from an external source (like a CSV upload or a partner destination), it is treated as an External Audience. Unlike audiences natively generated within AEP, external audiences are 'non-durable' by default regarding their metadata. This means that while the platform knows which profiles belong to that audience, the specific attributes associated with that external list (such as 'Destination.City') are not automatically ingested into the Real-Time Customer Profile as permanent attributes.

The 'challenges' mentioned occur because the Segment Builder requires attributes to be part of an XDM schema to perform complex cross-attribute filtering. Because the 'Destination.City' attribute exists only within the context of the external audience membership and is not linked to the unified profile schema, it cannot be used in a join with behavioral Event attributes.

Option A is incorrect because external audiences are limited in combination with any other dynamic criteria in the visual builder unless they are first converted into profile attributes. Option D is a potential workaround but does not explain the reason for the immediate failure. Option C is incorrect as the UI does support basic external audience selection. The fundamental issue is that external attributes are transient and not part of the XDM Profile store, thus they lack the relational 'glue' required for complex segmentation logic involving time-series events.

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Question 10

Question Type: MultipleChoice

A data scientist is working with Adobe Real-Time CDP and wants to ensure better monitoring of data streams. Which feature in the Adobe Experience Platform User Interface would the data scientist use to monitor the data ingestion process in real time?

Options:

- A- Data Quality and Compliance Dashboard
- B- Streaming end-to-end Monitoring
- C- Dataset Management Dashboard
- D- Datastream Activity

Answer:

B

Explanation:

For a data scientist or engineer looking to monitor the flow of data from ingestion through to the profile store, Streaming end-to-end Monitoring (Option B) is the specialized UI feature within Adobe Experience Platform. This capability provides a visual representation of data health and throughput as it moves through the platform's various stages.

Unlike standard dataset views, end-to-end monitoring allows users to track high-velocity data streams and identify where potential bottlenecks or failures are occurring---whether at the Source, during XDM validation, or during the final upsert into the Real-Time Customer Profile. This real-time visibility is critical for ensuring that behavioral data is correctly fueling segmentation and activation use cases.

Option A (Data Quality and Compliance) is focused on governance and attribute completeness over time rather than real-time stream monitoring. Option C (Dataset Management) provides a static view of stored data files and record counts but lacks the temporal 'flow' perspective needed for real-time analysis. Option D (Datastream Activity) refers to the Edge Network configuration logs, which monitor data reaching the Edge, but Streaming end-to-end Monitoring is the comprehensive choice for viewing the data's journey through the core Adobe Experience Platform services.

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