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Question 1

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 2

Question Type: MultipleChoice

A Data Steward is asked to create a Data Governance framework.

Which two items must the steward consider during set up within AEP? (Choose two.)

Options:

- A- Policies
- B- Communication
- C- Labels
- D- Permissions

Answer:

A, C

Explanation:

According to the Adobe documentation, policies and labels are two key components of the Data Governance framework within AEP. Policies are rules that define how data can be used based on data usage labels and destination labels. Labels are metadata tags that indicate the type, purpose, and usage of data and destinations. The Data Steward must consider these items during set up within AEP to ensure data quality, compliance, and governance. Reference: <https://experienceleague.adobe.com/docs/experience-platform/data-governance/home.html?lang=en#data-governance-framework>

Question 3

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 4

Question Type: MultipleChoice

A Real-Time CDP Business Practitioner needs to analyze a segment's profile count. The business practitioner is interested in the number of new profiles that are part of the segment and the number of profiles that are getting removed from the segment.

Which profile status types can the practitioner use for this scenario?

Options:

- A- Realized and Leaving
- B- Qualified and Existing
- C- Realized and Exiting

Answer:

C

Explanation:

According to the Adobe documentation, realized profiles are those that have newly qualified for a segment, while exiting profiles are those that have been removed from a segment due to no longer meeting the segment definition. These profile status types can be used to analyze the segment's profile count over time. Reference:

<https://experienceleague.adobe.com/docs/experience-platform/segmentation/ui/segment-profile-count.html?lang=en#profile-status-types>

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