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Exam : AD0-E602

Title : Adobe Real-Time CDP Business Practitioner Professional Exam

Version : DEMO

1.A Real-Time CDP Business Practitioner must create a new destination. As the final step in creating the new destination, they are unable to indicate the intent for which data will be exported to the destination. What must they do in order to complete the new destination creation?
A. Move to the activation flow
B. Select an audience
C. Create their own marketing action
Answer: C A
Explanation:
According to the Adobe documentation, if none of the predefined marketing actions match the intent for which data will be exported to the destination, the practitioner can create their own marketing action by selecting “Other” and providing a name and description for it.
Reference: https://experienceleague.adobe.com/docs/experience-platform/destinations/ui/destination-actions.html?lang=en#creating-a-new-marketing-action

2.A Real-Time CDP Business Practitioner wants to create a customer segment to enable same page and next page personalization use cases.
Which type of evaluating segment should the practitioner use?
A. Streaming segmentation
B. Edge segmentation
C. Batch segmentation
Answer: B
Explanation:
According to the Adobe documentation, edge segmentation is a type of streaming segmentation that evaluates segments at the edge of Adobe Experience Platform, close to where data collection occurs. This allows for faster segment evaluation and activation, enabling use cases such as same page and next page personalization.
Reference: https://experienceleague.adobe.com/docs/experience-platform/segmentation/edge.html?lang=en

3.A Real-Time CDP customer wants to share a customer segment using the identity namespace personalEmail.address across marketing channels.
For which destinations must these email addresses be transformed into the SHA256 format as the target identity?
A. Linkedin Matched Audiences connection
Google Customer Match connection
Facebook connection
B. Amazon S3 connection
Salesforce Marketing Cloud connection
C. Facebook connection
Salesforce Marketing Cloud connection
Linkedin Matched Audiences connection
Google Customer Match connection
Answer: C
Explanation:

According to the Adobe documentation, some destinations require email addresses to be hashed using SHA256 algorithm before they can be used as target identities. These destinations include Facebook, Salesforce Marketing Cloud, Linkedin Matched Audiences, and Google Customer Match.
Reference: https://experienceleague.adobe.com/docs/experience-platform/destinations/ui/destination-actions.html?lang=en#hashing-email-addresses

4.A Real-time CDP Business Practitioner must enable a scheduled evaluation of an organization's segments.
How should the segments be toggled on?
A. Add all segments to a destination
B. Create a scheduled segment
C. Add all segments to schedule
Answer: C B
Explanation:
According to the Adobe documentation, to enable scheduled evaluation of segments, the practitioner must add all segments to schedule by selecting them from the Segments tab and clicking on “Add to schedule” from the action bar.
Reference: https://experienceleague.adobe.com/docs/experience-platform/segmentation/ui/schedule-segments.html?lang=en#schedule-segments

5.An Adobe Real-Time CDP Business Practitioner wants to forward raw website events to an analytics destination in real-time rather than sending a segment using a cookie identifier.
Which type of destination should the practitioner use?
A. Streaming Profile Export Destination
B. Connection
C. Extension
Answer: A
Explanation:
According to the Adobe documentation, streaming profile export is a type of destination that allows sending raw events or attributes associated with profiles in real-time to an external system or service. This type of destination does not require creating or activating segments, and can use any identity namespace as the target identity.
Reference: https://experienceleague.adobe.com/docs/experience-platform/destinations/catalog/profile-export.html?lang=en