Vendor: Adobe

Exam Code: AD0-E605

Exam Name: Adobe Real-Time Customer Data Platform Developer Expert

Version: DEMO

QUESTION 1
The marketer notices some strange behavior in emails that were going out and noticed a Profile that had multiple email identities.
What would the marketer do next to identify the root cause?

A. Use the Identity API to get the details of the Identity Namespace definition
B. Use the Identity API to list the Identity Mappings for the email
C. Use Identity graph viewer to retrieve the list of data sources
D. Use the Identity graph viewer to retrieve the Identity Map linked to the profile

Answer: C

QUESTION 2
A data engineer is tasked with creating a streaming segment, and the segment definition must include existing audiences and a page view web event. After selecting the evaluation method, an error occurs, allowing only batch evaluation to be used.
What are two possible reasons for this? (Choose two.)

A. The segment definition includes a combination of an audience and multiple page view events (last 30 days).
B. The segment definition includes a combination of an audience, a page view event (any time), and a profile attribute.
C. The segment definition includes a combination of an audience and a page view event (last 24hrs).
D. The segment definition includes a combination of an audience in multiple page view events (last 24hrs).

Answer: AB

QUESTION 3
What are characteristics of Edge-based activation? (Select two.)

A. Enables real-time personalization.
B. Uses batch workflows for data updates.
C. Processes data locally to reduce latency.
D. Requires manual activation triggers.

Answer: AC

QUESTION 4
A data architect is tasked with enabling same-page and next-page personalization use cases via Adobe Target to ensure real-time targeting based on customer's interaction on the website.
Which two are prerequisites for activating the audiences to Adobe Target for onsite personalization? (Choose two.)

A. Grant users access to the default workspace and the Approver role
B. Create a separate workspace in Adobe Target for real-time and next-page personalization
C. Implement a custom merge policy to evaluate audiences in real-time
D. Activate the Active-On-Edge merge policy to constantly evaluate audiences on the edge

Answer: AD

QUESTION 5
A marketer is looking to perform same page personalization for both known and pseudonymous users who visit the website.
How can this client achieve same page personalization using both profile and event attributes for both known and pseudonymous users who visit the website?

A. Known and pseudonymous profiles can use same page personalization with edge segmentation.
B. Known and pseudonymous profiles can use same page personalization with edge segmentation and streaming segmentation.
C. Known profiles can use same page personalization with edge segmentation, but pseudonymous profiles are unable to qualify for same page personalization.
D. Pseudonymous profiles cannot qualify for same-page personalization in Adobe RT-CDP.

Answer: A

QUESTION 6
A healthcare organization using Adobe RT-CDP must ensure that sensitive patient data is not activated to marketing platforms.
How should they enforce this requirement?

A. Apply "Restricted Data" labels to sensitive datasets and configure DULE policies to block activation.
B. Avoid activating any data to external destinations.
C. Use deterministic identity stitching for all datasets.
D. Create a static segment of patients and manually approve each activation.

Answer: A

QUESTION 7
A retail company needs to integrate data from its CRM and e-commerce platform to build a unified customer profile. The CRM uses email as the primary identifier, while the e-commerce platform uses phone numbers.
What strategy should they use in Adobe RT-CDP?

A. Use a single namespace and ignore secondary identifiers.
B. Create separate schemas for each data source without linking identities.
C. Configure identity namespaces for email and phone and link them in the Identity Graph.
D. Enable only deterministic identity resolution with phone numbers as the primary field.

Answer: C

QUESTION 8
What is a best practice for designing a Real-Time Customer Profile in Adobe RT-CDP?

A. Avoid creating identity namespaces for customer data.
B. Create a unified schema to include all data types and relationships.
C. Segment data into multiple unrelated schemas.
D. Avoid enabling datasets for profile use.

Answer: B

QUESTION 9
What are guardrails for activating customer data to destinations? (Select two.)

A. Verifying compliance with data governance policies.
B. Ensuring all activation workflows are real-time.
C. Limiting activation to data with proper labels.
D. Requiring manual approval for all activations.

Answer: AC

QUESTION 10
What is the role of the Identity Graph in profile composition?

A. Mapping predefined customer journeys.
B. Linking multiple identifiers to a single profile.
C. Managing batch processing workflows.
D. Generating data schemas for ingestion.

Answer: B

QUESTION 11
Which components are critical for designing a Real-Time Customer Profile? (Select two.)

A. Unified schemas for all data sources.
B. Predefined segments.
C. Identity namespaces for data linking.
D. External data connectors.

Answer: AC

QUESTION 12
Given the following segment definition:

```
Email address is not null
and City = Chicago
and State = Illinois
```

There is a profile that meets the criteria for the segment.
Given the following segment job runs:

```
T1: segment job run
T2: segment job run (city changes to Oakbrook)
T3: segment job run (Email address value changes)
```

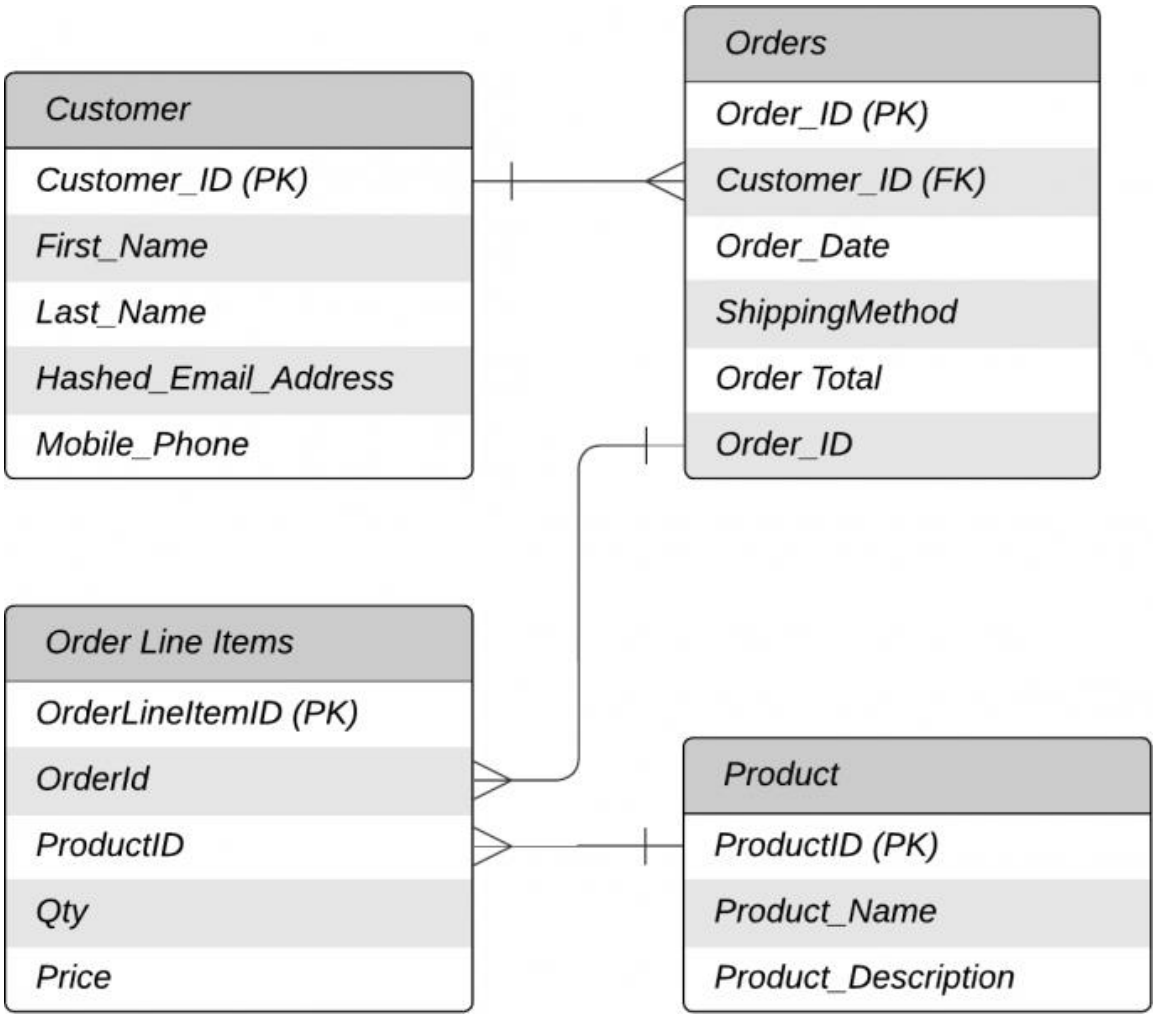
What is the segment membership status at each time period?

A. Exited, Realized, Exited,

B. Realized, Exited, Exited
C. Realized, Exited, Realized
D. Exited, Realized, Realized

Answer: B

QUESTION 13
An architect is tasked with onboarding e-commerce data into Adobe Experience Platform (AEP). An ERD of the data is shown below.



What are the three correct mappings of source entities into AEP classes? (Choose three.)

A. Create Product and Order Line Items as custom classes
B. Create Orders as Experience Event
C. Embed Order Line Items as an object array in orders
D. Create Product as a Custom Class
E. Create Order Line Items as Experience Event

Answer: BCD

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