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Adobe Experience Platform Technical Foundations

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QUESTION 1

A data engineer builds a segment based on Loyalty Status = Gold attribute and a purchase in the last 7 days. To validate that this segment is working, the engineer logs in to the test website and makes a purchase Gold Loyalty Status. In AEP, how can the data engineer validate that the test customerID made it into the segment near real-time?

- A. Run a Query in Query service using the segment criteria (Loyalty Status = Gold attribute and a purchase in the last 7 days) for the dataset in question.
- B. In the Identity Graph Viewer, look up the customerID.
- C. Go to Segments > choose the segment > search for the profile in the samples below.
- D. Go to Profiles > Browse and input my customerID. Look at the segment membership tab.

Correct Answer: C

QUESTION 2

During discovery, a business user explains that customer data from field-sales reps is stored in a third-party CRM system.

Based on the three methods of ingesting data into Adobe Experience Platform, which method should be used to set up a schedule-based ingestion run?

- A. Batch API
- B. Streaming API
- C. Sources
- D. File automation

Correct Answer: C

QUESTION 3

A marketer has been tasked with setting up an export of a certain segment of their profile data to their cloud storage. Which two types of file export options are available to the marketer? (Choose two.)

- A. full
- B. Incremental
- C. Partial

Correct Answer: AC



QUESTION 4

A data engineer is ingesting time-series data in CSV format from a CRM system. The source data contains a "subscription" field that contains what level of subscription the customer has purchased.

The data is ingested into a target field called "subscriptionLevel", which is an enum field that accepts the following values: "Lite", "Standard", and "Pro".

The data engineer knows that the CSV files contain some rows that do not conform to the above enum. Instead of rejecting those rows, the data engineer wants to transform non-conforming fields to "Standard".

Which mapping function(s) will accomplish this?

- A. `iif(subscription.equals("Lite") and subscription.equals("Standard") and subscription.equals("Pro"), subscription, "Standard")`
- B. `iif(subscription.equals("Lite" || "Standard" || "Pro"), subscription, "Standard")`
- C. `iif(subscription.equals("Lite") || subscription.equals("Standard") || subscription.equals("Pro"), "Standard", subscription)`
- D. `iif(subscription.equals("Lite") || subscription.equals("Standard") || subscription.equals("Pro"), "Standard")`

Correct Answer: A

QUESTION 5

A data engineer is required to partially ingest data via a Source Connector. Which three source connectors are permitted for this task? (Choose three.)

- A. FTP/SFTP
- B. HTTP API
- C. Adobe Analytics
- D. Azure Blob Storage
- E. Microsoft Dynamics
- F. Web SDK

Correct Answer: ADE
