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QUESTION 1

There are two existing entities in the Real-time Customer Profile store: one profile record and one event.

Profile:

```
{"email": "john@example.com", "favBrand": "Luma"}
```

Event:

```
{"_id": "5000", "email": "john@example.com", "purchase": "Zeppelin Yoga Pants"}
```

Both the event schema and profile schema have "email" as the primary identity. The _id is used to identify unique events.

Later, a data engineer ingests one additional profile fragment and another event:

Profile: {"email": "john@example.com", "favBrand": "Adobe"}

Event: {"_id": "5000", "email": "john@example.com", "purchase": "Photoshop 2021"}

What will the profile attributes and event look like when doing a profile lookup for john@example.com?

- A. Profile: {"email": "john@example.com", "favBrand": "Adobe"}
Event: {"_id": "5000", "email": "john@example.com", "purchase": "Zeppelin Yoga Pants"}
- B. Profile: {"email": "john@example.com", "favBrand": "Luma"}
Event: {"_id": "5000", "email": "john@example.com", "purchase": "Photoshop 2021"}
- C. Profile: {"email": "john@example.com", "favBrand": "Adobe"}
Event: {"_id": "5000", "email": "john@example.com", "purchase": "Photoshop 2021"}
- D. Profile: {"email": "john@example.com", "favBrand": "Luma"}
Event: {"_id": "5000", "email": "john@example.com", "purchase": "Zeppelin Yoga Pants"}

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: D

QUESTION 2



A marketer notices that the average number of IDs linked per profile has increased significantly over the past couple weeks. In the Identity graph viewer, the marketer sees that different emails that should belong to different profiles are stitched together.

What should the marketer do next to identify the root cause?

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

Correct Answer: C

QUESTION 3

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 4

What is model scoring in the Data Science Workspace?

- A. Building and evaluating a model
- B. Engineering features for a model
- C. Building a recipe
- D. Applying a model to a data set

Correct Answer: D

**QUESTION 5**

A data architect wants to create a new XDM field that represents a prize promotion called listOfPrizes. The field represents a list of prizes and contains three sub-fields: prizeId (string), monetaryValue (integer), and prize (Object).

This new field needs to be reusable multiple times within the same class, The sub-fields are created separately.

How should the data architect create the listOfPrizes field?

- A. Create and save a new object field, then create a nested array object under the object field.
- B. Create and save a new custom field group, then add an object array field to that field group.
- C. Create and save a new object array field, then in the right rail select Convert to new data type.
- D. Create and save a new string array field, then add a nested object field under the string array field.

Correct Answer: B

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