



# AD0-E600<sup>Q&As</sup>

Adobe Experience Platform Technical Foundations

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### QUESTION 1

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

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### QUESTION 2

A marketer wants to send profile and attributes information to an RT-CDP Destination. Which destination option should the marketer choose to send profile and attributes information?

- A. Amazon S3 cloud storage destination
- B. Facebook Pixel extension
- C. Google Display and Video 360
- D. Google Ads

Correct Answer: A

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### QUESTION 3

An AEP expert has been tasked with a last-minute request to send a campaign. The AEP expert needs to upload a CSV file with the customer list that will be affected through the campaign, create the segments based on a briefing, and share

those segments with Adobe Campaign and Facebook Custom Audiences. The brief also includes the segment volumes.

Before sharing the segments, the AEP expert needs to make sure that the segment volumes match the briefing.

What should the AEP do right after creating the segments to get the volumes?

- A. Run a Segment Job through the API for the segments created
- B. Use the qualified profiles value that appears in the Segment builder



- C. Use the Profiles over time graph that appears on the segment details
- D. Create an AEP dashboard with an Audience Size widget and select the corresponding segments

Correct Answer: D

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#### QUESTION 4

A data engineer is running some tests and trending in event data. How should the data engineer validate that the event is properly attributed to the correct profiler?

- A. Use the Dataset Preview to look at a few rows and see if data is in profile.
- B. Use Query service to query events
- C. Use the Identity Graph Viewer to view how the identities are mapped.
- D. Use profile lookup to view the events associated to a given profile.

Correct Answer: D

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#### QUESTION 5

A data engineer needs to bring in data via cloud storage sources into the Platform. Which two data formats can the data engineer ingest? (Choose two.)

- A. TSV
- B. AVRO
- C. XMML
- D. JSON
- E. CSV

Correct Answer: BD

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#### QUESTION 6

A B2B business (the client) is migrating its data warehouse (DWH) solution to AEP. Currently, they are using what they call Recipient ID as the main identifier to recognize client employees. That Recipient ID is generated inside the DWH.

That solution will not be available once AEP is live, so the solution architect needs to consider potential alternatives.

After working with the client lead and a data engineer, the solution architect identifies that a combination of Company ID and Hashed Employee Email would be a good replacement for the Recipient ID to make it more unique.



How can the solution architect generate that identity within AEP?

- A. The Company ID (non-people identifier) must be set up as a primary ID. The Hashed Employee Email as a secondary ID and AEP will automatically reconcile them.
- B. The Company ID and Hashed Employee Email must be combined in AEP data prep and passed as a unique primary identity.
- C. The Company ID and Hashed Employee Email must be combined outside of AEP and passed as a unique primary identity.
- D. The Hashed Employee Email must be set up as a primary ID. The Company ID (non- people identifier) as a secondary ID and AEP will automatically reconcile them.

Correct Answer: A

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#### QUESTION 7

A data engineer wants to connect a new data source into AEP using an Amazon S3 Bucket. The S3 Bucket currently will be added with the daily deltas.

The historical data and the recurrent deltas must be imported.

In which way can this task be performed with minimal effort?

- A. Create a one-time dataflow for the historical data and one scheduled dataflow for the deltas
- B. Create one scheduled dataflow and enable partial ingestion
- C. Create one scheduled dataflow and enable the backfill
- D. Create one scheduled dataflow for the deltas and import the historical data through a data ingestion workflow

Correct Answer: C

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#### QUESTION 8

A national workout studio chain is introducing a new Family discount program. They have already deployed AEP with the following data model:

Members Schema (Individual Profile Based): Primary ID: Member ID Secondary IDs: Email Hash. Phone Hash Training Sessions Management (Experience Event): Primary ID: Member ID Secondary IDs: ECID Subscription Management (Experience Event): Primary ID: Email Hash Secondary IDs: ECID

The workout studio wants to be able to use all of this information together with the family details to segment For example, they want totarget families where one familymember trams daily or one family member has the yearly subscription plan.

To start collecting Family information, the workout studio creates a form where the members can create a Family



account and associate the different members to it. The form will collect a list of Member IDs and generate a Family ID. A data architect will design a new schema to store the Family information.

Which identities should be used in the schema(s) to collect this form information?

- A. The Family ID should be defined as a cross-device identity and set up as a secondary identity. The Member IDs should be used as primary identities.
- B. The Family ID should be defined as a cross-device identity and set up as the primary identity. The Member IDs should be used as secondary identities.
- C. The Family ID should be defined as a non-people identity and set up as a primary identity. The Member ID should be set up as a relationship with the Members Schema.
- D. The Family ID should be defined as a non-people identity and set up as the primary identity. The Family ID should also be an attribute of the Members Schema and set up as a relationship.

Correct Answer: A

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#### QUESTION 9

Which choices explain the data lineage that DULE enforces?

- A. Schema. Dataset Profile. Segment
- B. Dataset. Merge Policy. Segment Destination
- C. XDM. Source, Profile. Export
- D. Source. Merge Policy. Segment. Destination

Correct Answer: D

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#### QUESTION 10

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

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