

Adobe AD0-E614

Adobe Real-Time CDP Business Practitioner Professional

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Question: 1

A Real-Time CDP Business Practitioner is processing a privacy request from a customer. Which three are considered valid identities that the practitioner could use?
(Choose three.)

- A. Email address
- B. Street address
- C. Last name
- D. ECID
- E. Phone number

Answer: A,D,E

Question: 2

When a segment for streaming or the edge has been created, at what time will ALL profiles that meet the criteria be included in the segment?

- A. Immediately upon the creation of the segment.
- B. Only when the segment is used in a destination.
- C. Within the next 24 hours.
- D. After the next scheduled sync process.

Answer: C

Question: 3

A Real-Time CDP Business Practitioner wants to make Privacy Service requests for Experience Cloud applications. Which two options can they use in their requests?
(Choose two.)

- A. Anonymize IDs
- B. Opt-out of sale
- C. Replace values
- D. Access/delete

Answer: B,D

Question: 4

The marketer of an electronics retail website needs to create a segment of customer who viewed a laptop product on the website, added it to cart, and then viewed its accessories but did not proceed to checkout. Which type of segment will be created in this scenario?

- A. Sequential segment
- B. Multi tenancy segment
- C. Dynamic segment
- D. Aggregated segment

Answer: A

Question: 5

A large hotel chain implements Real-Time CDP. The hotel chain is now able to combine offline and online reservation data. Which two key attributes could be used to understand high value customers? (Choose two.)

- A. Promo Code
- B. Length of Stay
- C. Average Price per Night
- D. Net Worth

Answer: B,C

Question: 6

What are the three methods of evaluating audiences in Adobe Experience Platform?

- A. Streaming segmentation, batch segmentation, and edge segmentation.
- B. Streaming segmentation, batch segmentation, and customer segmentation.
- C. Streaming segmentation, batch segmentation, and data segmentation.
- D. Streaming segmentation, batch segmentation, and profile segmentation.

Answer: A

Question: 7

Which three standard namespaces are available in Adobe Experience Platform for browsing profiles?

(Choose three.)

- A. Declared ID
- B. Phone
- C. Address
- D. TNTID
- E. GAID

Answer: B,D,E

Question: 8

A Real-Time CDP business practitioner needs to capture customer behavioral data from an online campaign. What is the recommended schema class for capturing this data from a website?

- A. XDM Individual Profile
- B. XDM Experience Event
- C. XDM Customer Event
- D. XDM Campaign Metrics

Answer: B

Question: 9

Which two relationships exist between an XDM Individual Profile or XDM Experience Event class-based schema and a non-XDM Individual Profile schemas (a.k.a lookup entities)?
(Choose two.)

- A. One to One
- B. One to Many
- C. Many to One
- D. Many to Many

Answer: A,C

Question: 10

Once an audience is created in Experience Platform, what is the typical timeframe for its availability in edge segmentation use cases?

- A. Audience definitions reach the Edge Network in around 24 hours.
- B. It takes roughly a week for audiences to be usable in edge segmentation.

- C. Audiences are immediately ready for edge segmentation.
- D. Audience definitions propagate to the Edge Network in about an hour.

Answer: D

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