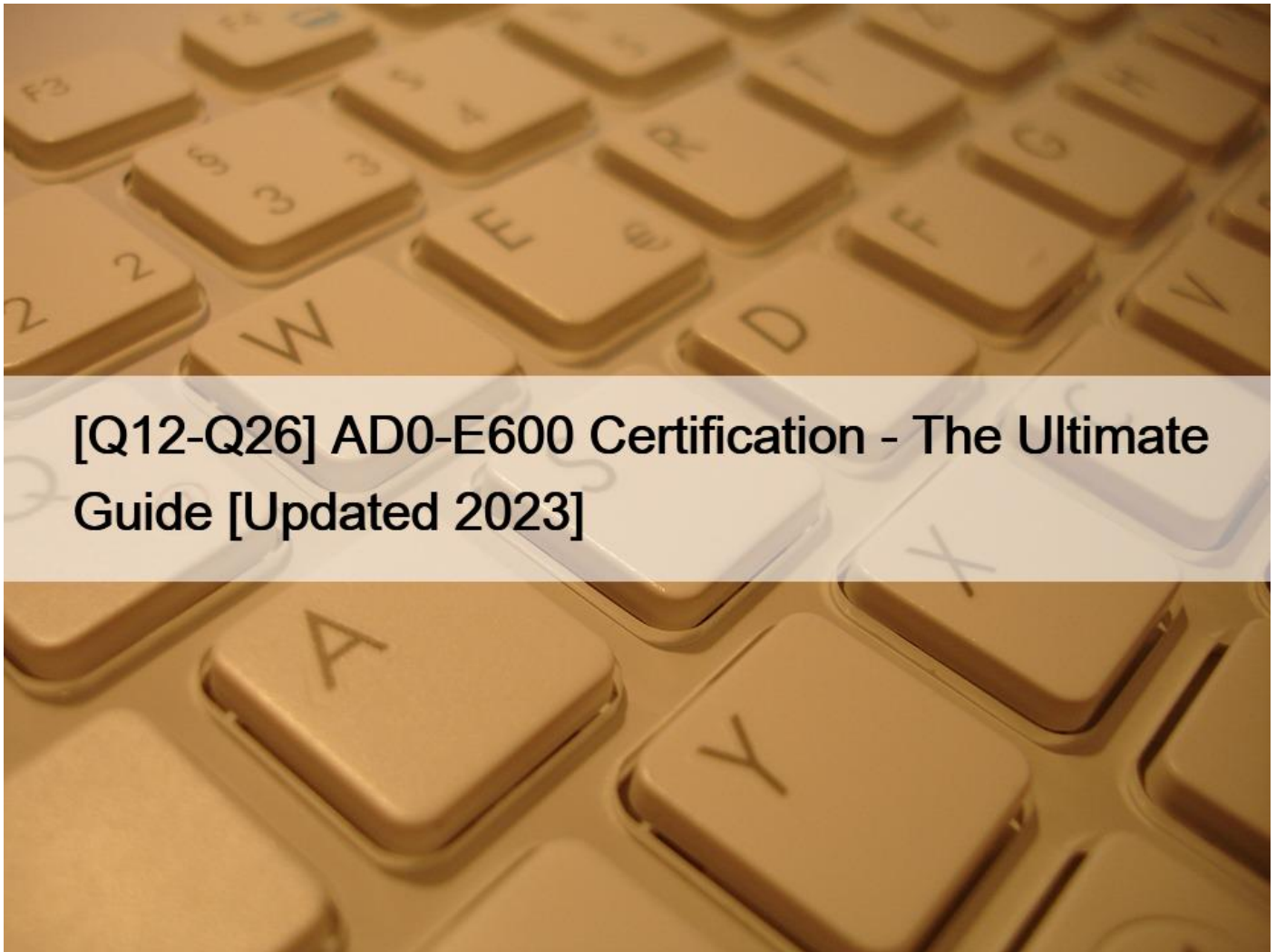


[Q12-Q26 AD0-E600 Certification - The Ultimate Guide [Updated 2023]



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NO.12 What is the appropriate identity namespace for an email message coming in hashed?

- * Email SHA256
- * Email
- * ECID
- * Email MDS

NO.13 A national workout studio chain deploys a new booking system and can now track when a customer puns to 90 into a training session. The studio chain wants to use that information to power their email campaigns. The event data that is collected when a customer books a session does not include information like the Sport category or the level of physical condition the customers should have. That information is stored in a different dataset. The studio chain is using AEP and will have access to the following databases; BOOK A TRAINING SESSION EVENT DATABASE: Time stamp Session ID Member ID TRAINING SESSION METADATA DATABASE:

Session ID

Sport category

Required physical condition

The data architect needs to configure the AEP XDM schemas to be able to build a relationship between the two databases so that the Sport category and the Required physical condition can be used in the AEP segment builder.

How should the data architect configure the AEP XDM to meet these requirements?

- * Create one schema (schema A) using the Experience Event Schema as the XDM class for the Book a Training Session Event
- Create out schema (schema B) using individual Profile as the XDM class for the Training Session Metadata Use the Member ID as the primary identity of the schema A Use the Session ID as a relationship field on schema A Use the Session ID as the primary identity of the schema B Enable schema A for profile
- * Create one schema (schema A) using the Experience Event Schema as the XDM class or the Book a Training Session Event
- Create one schema (schema B) using a custom XDM class for the Training Session Metadata Use the Member ID as the primary identity of the schema A Use the Session ID as a relationship field on schema A Use the Session ID as the primary identity of the schema B Enable both schemas for profile
- Create one schema (schema A) using the Experience Event Schema as the XDM class for the Book a Training Session Event
- * Create one schema (schema B) using a custom XDM class for the Training Session Metadata Use the Member ID as the primary identity of the schema A Use the Session ID as the secondary identity of the schema A Use the Session ID as the primary identity of the schema B Enable both schemas for profile
- * Create one schema using Experience Event as the XDM class
- Create Field Groups to include all the attributes from both the Book a Training Session Event and the Training Session Metadata Use the Member ID as the primary identity of that schema Use the Session ID as a secondary identity of that schema
- Configure one dataflow per database but use the same dataset to store the info

NO.14 A data engineer creates a custom identity namespace within AEP. However, this custom Identity namespace is the wrong Identity type. What can the data engineer do to update the identity namespace?

- * Create a new custom Identity Namespace with the correct Identity type.
- * Using the Identity Namespace APIs, update the custom Identity type.
- * Edit the Identity Namespace type within the AEP User-Interface under Identities.
- * Delete the customIdentityNamespace from the AEP User-Interface under Identities.

NO.15 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?

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

NO.16 A data engineer has a file they must ingest with all string fields. The engineer must keep precision of the data when converting string fields to numeric fields. Which two functions could the the data engineer use when making this conversion? (Choose two.)

- * To.bigint
- * To.object
- * To .integer
- * To.float

* To_decimal

NO.17 Given the following segment definition:

personalEmail.address.isNotNull()and homeAddress.city.equalsChicago”, (true) and homeAddress.statePfovince.equalsCIL”,. false) There is a profile that meets the criteria for the segment. Given the following segment job runs:

T1: segment job run (no attribute changes)

T2: segment job run (no attribute changes)

T3: segment job run (homeAddress.crtty attribute changed to Oakbrook)

T4: segment job run (personalEmail.address value changes)

What is the segement membership status at each time period?

- * Exited. Existing. Exited. Realized
- * Realized. Existing. Exited. Exited
- * Existing. Realized. Exited. Exited
- * Realized Exited. Existing. Exited

NO.18 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?

- * Run a Segment Job through the API for the segments created
- * Use the qualified profiles value that appears in the Segment builder
- * Use the Profiles over time graph that appears on the segment details
- * Create an AEP dashboard with an Audience Size widget and select the corresponding segments

NO.19 A data engineer is running some tests and tending in event data

How should the data engineer validate that the event is properly attributed to the correct profiler

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

NO.20 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"}
```

- * Option A
- * Option B
- * Option C
- * Option D

NO.21 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.)

- * full
- * Incremental
- * Partial

NO.22 A QA engineer needs to determine if the data ingested through three different data sources into three datasets enabled for profile and based in the same XDM Profile schema is processed as expected.

```
//Dataset 1 ==> Ingestion Time: "2021-05-22T17:44:12.230Z"
{
  "_orgtenant":{
    "profileIDs":{
      "email": "jondoe@luma.com"
    }
  },
  "person":{
    "name":{
      "firstName": "Jonathan"
    }
  },
  "personalEmail":{
    "address": "jondoe@luma.com"
  }
}

//Dataset 3 ==> Ingestion Time: 2021-05-22T19:37:23.000Z
{
  "_orgtenant":{
    "profileIDs":{
      "email": "jondoe@luma.com"
    }
  },
  "person":{
    "name":{
      "firstName": "Jon"
    }
  },
  "personalEmail":{
    "address": "jondoe@luma.com"
  },
  "extSourceSystemAudit":{
    "lastUpdatedDate": "2021-05-22T11:02:23.000Z"
  }
}
}
```

To evaluate the final result, the QA engineer uses the Merge Profile configuration shown;

```
"attributeMerge": {
  "type": "dataSetPrecedence"
  "order" : [
    "dataset1",
    "dataset3"
  ]
}
```

The primary identity used is `orgtenant.profileIDs.email`;

What data should appear in the user profile?

A)

```
{
  "_orgtenant":{
    "profileIDs":{
      "email": "jondoe@luma.com"
    }
  },
  "name":{
    "name":{
      "firstName": "Jonathan"
    },
    "gender": "male"
  },
  "personalEmail":{
    "address": "jondoe@luma.com"
  }
}
```

B)

```
{
  "_orgtenant":{
    "profileIDs":{
      "email": "jondoe@luma.com"
    }
  },
  "name":{
    "name":{
      "firstName": "Jon"
    },
    "gender": "male"
  },
  "personalEmail":{
    "address": "jondoe@luma.com"
  }
}
```

C)

```
{
  "_orgtenant":{
    "profileIDs":{
      "email": "jondoe@luma.com"
    }
  },
  "name":{
    "name":{
      "firstName": "Jonny"
    },
    "gender": "male"
  },
  "personalEmail":{
    "address": "jondoe@luma.com"
  }
}
```

D)

```
{
  "_orgtenant": {
    "profileIDs": {
      "email": "jondoe@luma.com"
    }
  },
  "person": {
    "name": {
      "firstName": "Jonathan"
    }
  },
  "personalEmail": {
    "address": "jondoe@luma.com"
  }
}
```

- * Option A
- * Option B
- * Option C
- * Option D

NO.23 A marketer wants to create a segment that qualifies profiles from all datasets that are enabled for profile. The use case for the segment is for activation to advertising destinations.

Based on the options for ID stitching and merge method respectively, which type of merge policy is appropriate for this use case?

- * ID stitching: None

Merge method: Dataset precedence

- * ID stitching: None

Merge method: Timestamp ordered

- * ID stitching: Private graph

Merge method: Dataset precedence

- * ID stitching: Private graph

Merge method: Timestamp ordered

NO.24 You want to load purchase order data into The Adobe Experience Platform. You know that every event loaded into the Adobe Experience Platform requires a unique ID (_id). Given the sample record below:

Which field or fields can be used for this ID?

- * orderID, orderDate, storeID
- * orderID, lastOrderStatusUpdate
- * orderID
- * orderID, orderDate

NO.25 A data engineer is ingesting website data via CSV that represents a future hotel reservation.

The CSV is mapped to an ExperienceEvent schema and contains the following fields:

Full name	CRM ID	Email	Stay date	_id
John Smith	112233	john@example.com	2025-05-06	1234-1234-1234

Each field is mapped to the corresponding target field below:

fullName; string; crmId; string; email; string; string; swyDate; dateTime; _id; string; Upon mapping the data, the mapping step fails with an error.

What is the possible cause of this error?

- * _id field is passed in manually instead of autogenerated.
- * CRM ID is an integer when the target field is a string.
- * The source datelime format is incompatible with XDM.
- * The default timestamp field is required upon ingestion.

NO.26 A marketer wants to create a segment based on profiles that have these 7 attributes: LoyaltyId, loyalty Level,

Location, Age, MantalStatus, Email, and Phone.

The marketer wants the segment to qualify all profiles that have these attributes: Loyaltylevel and Age and disqualify profiles that have either of these attributes: MantalStatus and Location How can the segment builder UI be used to buildthis segment?

- * Drag and drop the LoyaltyLevel and Age attributes Into an Include any of container Then, drag and drop the MantalStatus and Location attributes into an Exclude all of container
- * Drag and drop the LoyaltyLevel and Age attributes into an Include all or container Then, drag and drop the MantalStatus and Location attributes into an Exclude all of container
- * Drag and drop the LoyaltyLevel and Age attributes into an Include anyof container Then, drag and drop the MantalStatus and Location attributes into an Exclude all of container
- * Drag and drop theLoyaltyLevel and Age attributes into an Include all of container Then, drag and drop the MantalStatus and Location attributes into an Exclude any of container

Adobe AD0-E600 Exam Syllabus Topics:

TopicDetailsTopic 1- Ingestion types and connectors functionalityTopic 2- Unifying Profiles- Schemas and ClassesTopic 3- Destinations and segment activation- Data ModelingTopic 4- Identity graphs and profile services- ActivationTopic 5- Dataset management and data science workspaces and profile enrichment- Data Ingestion

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