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Adobe AD7-E601

Adobe Real-time CDP Technical Practitioner

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Version: 4.0

Question: 1

After successfully ingesting profile data from a CRM system into AER a user creates a segment using profile attributes from the same uploaded dat

a. The Segment Ul shows an estimated audience size of zero.
Which two actions can the user take to view the correct segment size? (Choose two.)
A. Disable and re-enable the dataset for profile
B. Use on-demand evaluation
C. Wait for the next scheduled evaluation
D. Change the primary identifier of the dataset

Answer: BC

Explanation:

On-demand evaluation is a feature that allows users to manually trigger segment evaluation and see the updated segment size immediately. Waiting for the next scheduled evaluation is another option, as segment evaluation runs periodically based on the segment refresh interval. Reference: : On-demand Segment Evaluation : Segment Evaluation

Question: 2

A company collects customer mobile numbers into AEP from multiple sources. One of the sources does not provide reliable dat
a. The company will only use the unreliable data source as a backup source.
Which AEP feature should be used to meet this requirement?
A. Union schema
B. Identity namespace
C. Merge policy

Answer: C

Explanation:

Merge policy is a feature that allows users to define how data from different sources should be merged into a single profile. Users can specify the priority of data sources and the rules for resolving conflicts. This way, the company can use the unreliable data source as a backup source only when the other sources do not provide the mobile number. Reference: : Merge Policy Overview : Merge Policy UI

Question: 3

What must be defined for a destination to connect policies with data labels to enable data usage enforcement for that destination?

A. Marketing actions
B. Governance policy
C. Sensitive data labels

Answer: B

Explanation:

Governance policy is a feature that allows users to define how data can be used for different destinations based on data labels and marketing actions. Data labels are tags that indicate the sensitivity or classification of data, such as PII or opt-out. Marketing actions are categories of activities that describe how data is used for a destination, such as personalization or analytics. By creating a governance policy, users can connect policies with data labels and enable data usage enforcement for that destination. Reference: : Governance Policy Overview : Data Labels Overview : Marketing Actions Overview : Create a Governance Policy

Question: 4

A B2B company wants to invite current customers who have logged into their account in the last 90 days to its local roundtable event in Chicago, IL through a personalized postcard, SMS Text Message, and email invitation:
The B2B company has client information available in the following data sources:

- Adobe Analytics
- Adobe Experience Platform
- Adobe Audience Manager
- Adobe Campaign Standard
- Adobe Experience Manager
- CRM

Which steps should the B2B company take to send the communications?

A.
1. Ingest the CRM data into Analytics
2. Create segment for clients who have logged in within the last 90 days from Chicago, IL In Analytics send data into AEP dataset
3. Create segment in AEP-CDP that matches business requirements
4. Share the segment with Adobe Campaign Standard

B.
1. Ingest the CRM data into Analytics and Audience manager
2. Create segment for clients who have logged in within the last 90 days in Analytics and send data into AEP dataset
3. Create segment for clients who are from Chicago, IL in Audience Manager and send into AEP dataset
4. Make sure profile merge policies use current data in AEP
5. Create segment in AEP-CDP that matches business requirements
6. Share the segment with Adobe Campaign Standard

C.

1. Ingest the CRM data into Analytics and Audience manager
2. Create segment for clients who have logged in within the last 90 days in Analytics and send data into AEP dataset
3. Create segment for clients who are from Chicago, IL in Audience Manager and send Into AEP dataset
4. Make sure profile merge policies use current data in AEP
5. Create segment in AEP-CDP that matches business requirements
6. Share the segment with Adobe Campaign Standard

D.
1. Onboard the CRM data into AEP dataset
2. Create segment in AEP-CDP that matches business requirements
3. Share the segment with Adobe Campaign Standard

Answer: D

Explanation:

This is the simplest and most efficient workflow to send the communications to the current customers who have logged into their account in the last 90 days and are from Chicago, IL. By onboarding the CRM data into AEP dataset, the company can leverage the profile data and identity stitching features of AEP to create a unified view of their customers. By creating a segment in AEP-CDP that matches the business requirements, the company can use the segmentation service and UI of AEP to define and evaluate their target audience based on profile attributes and behaviors. By sharing the segment with Adobe Campaign Standard, the company can activate their segment across multiple channels, such as email, SMS, and postcard. Reference: : Onboard Data into Platform : Create a Segment : Share Segments with Destinations

Question: 5

An e-commerce company wants to use the Experience Platform Real-time CDP to contact known prospects or customers who abandon before checking out.
The following data sources are available to be imported:

- CRM system of customers
- Adobe Analytics
- Order Processing System detailing orders

The retailer uses the following tools to market to customers:

- Email
- Google Display Ads
- Adobe Target for personalization

Known prospects are defined as people who have provided an email address.
Which workflow should be used?
A.
1. Import customer data into the profile
2. Set up Adobe Analytics as a source
3. Use segmentation to find profiles with email address and visited a product page and added to cart but did not complete checkout
4. Send the segment of Abandon customers to Campaign and Target

B.
1. Import customer data into the profile
2. Set up Adobe Analytics as a source

3. Use segmentation to find customers who have visited a product page and added to cart but did not complete checkout
4. Send the segment of Abandon customers to Campaign and Target

C.

1. Import customer data into the profile
2. Set up Order Processing System detailing orders
3. Use segmentation to find customers who have visited a product page and added to cart but did not order
4. Send the segment of Abandon customers to Campaign and Target

Answer: A

Explanation:

This is the most suitable workflow to contact known prospects or customers who abandon before checking out. By importing customer data into the profile, the company can enrich their profile data with CRM information, such as email address. By setting up Adobe Analytics as a source, the company can ingest online behavior data from web and app into AEP dataset. By using segmentation to find profiles with email address and visited a product page and added to cart but did not complete checkout, the company can use the segmentation service and UI of AEP to define and evaluate their target audience based on profile attributes and behaviors. By sending the segment of Abandon customers to Campaign and Target, the company can activate their segment across multiple channels, such as email, Google Display Ads, and personalization. Reference: : Onboard Data into Platform : Connect Adobe Analytics Data Sources : Create a Segment : Share Segments with Destinations

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