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Adobe Experience Platform Technical Foundations

Adobe AD0-E600

Version Demo

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Topic Break Down

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QUESTION NO: 1

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" : [
            "datasetID1",
            "datasetID3"
        ]
    }
```

The primary identity used is '.orgtenant.profileIDs.email".

What data should appear m the user profile?

A)

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

B)

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

C)

```
{
    "_orgtenant":{
        "profileIDs":{
            "email": "jondoe@luma.com"
        }
    }
    ,"person":{
        "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"
    }
}
```

A. Option A

B. Option B

C. Option C

D. Option D

ANSWER: B

Explanation:

Option B is correct because Real-Time Customer Profile combines profile fragments that share the selected primary identity, `_orgtenant.profileIDs.email`, into one union profile. The merge policy shown in the question controls how overlapping attribute values are resolved when the three profile-enabled datasets contribute fragments for that same person. With dataset precedence configured, Adobe Experience Platform applies the datasets in the order defined by that merge policy: attribute values from the higher-priority dataset are retained for conflicts, while non-conflicting attributes from the available fragments remain part of the merged profile. Therefore, the expected result is the profile representation in Option B, which reflects the configured precedence rather than treating each source as an independent profile or arbitrarily combining conflicting values. Profile-enabled datasets based on the same XDM schema contribute their data to Real-Time Customer Profile after ingestion and identity processing; the selected merge policy determines the profile view used for evaluation. Adobe documents profile fragment merging and dataset-precedence behavior in its merge policies overview and explains how Real-Time Customer Profile presents the merged view of a customer.

QUESTION NO: 2

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.)

A. full

B. Incremental

C. Partial

ANSWER: A B

Explanation:

Adobe Experience Platform supports **full** and **incremental** file exports when audiences are activated to batch, file-based cloud storage destinations. A full export sends all profile members that qualify for the selected audience at the configured export time. This is useful when the receiving system needs a complete audience snapshot, such as for an initial audience load or for periodic reconciliation of a downstream data store.

An incremental export sends only the changes in audience membership since the previous export. Depending on the configured audience evaluation and destination schedule, this includes profiles newly added to, or removed from, the audience. Incremental files allow downstream systems to maintain an audience while reducing repeated data transfer and processing compared with regularly sending the entire qualified population.

During destination activation, marketers select the export type as part of configuring the audience export to supported cloud-storage destinations. Adobe documents full and incremental export behavior and scheduling in its batch-destination activation guidance. See Activate audiences to batch profile destinations and Destination types and categories.

QUESTION NO: 3

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.)

A. To.bigint

B. To.object

C. To .integer

D. To.float

E. To_decimal

ANSWER: D E

Explanation:

`To.float` and `To_decimal` are the applicable Data Prep mapping functions for converting numeric values supplied as strings into numeric representations during ingestion. `To.float` converts a string-form numeric value to the floating-point type used where a decimal number is required in the target data structure. This supports mappings in which the incoming string contains a fractional value that must remain numeric rather than be retained as text. `To_decimal` converts a string to the decimal data type, which is particularly appropriate for values that require fixed decimal-scale handling, such as monetary amounts or other measurements for which decimal precision is important. Selecting the conversion function that aligns with the destination field's numeric type lets the engineer transform the incoming file within the Data Prep mapping rather than requiring the source file to be pretyped. Adobe documents both functions in its Data Prep function reference, including their use for type conversion. See the Adobe Experience Platform Data Prep functions reference and the Data Prep overview.

QUESTION NO: 4

A data architect is configuring a field in an XDM schema so that it can be recognized as an identity during data ingestion.

Which two actions are required? (Choose two.)

A. Mark the field as an identity

B. Assign an identity namespace

C. Enable the field for Data Governance

D. Assign the field to a merge policy

E. Configure the field as a relationship

ANSWER: A B

Explanation:

Mark the field as an identity and **assign an identity namespace** are correct. Marking a schema field as an identity tells Adobe Experience Platform that the field contains an identifier that can be used by Identity Service. Assigning an identity namespace provides the business context for that value, such as Email, ECID, CRMID, or a custom namespace.

A field can be configured as either a primary identity or an additional identity, depending on the data model. However, selecting primary identity is not required for every identity field. The namespace and identity designation are the required configuration elements for Platform to interpret the field as an identity. See the identity fields in XDM schemas documentation and the identity namespaces documentation.

QUESTION NO: 5

A data engineer exports segmented Real-time Customer Profile data to a new dataset called "Profile Export". The data engineer needs to directly download the data from the Profile Export dataset using the Data Access API.

Which file format is supported for this use case?

A. JSON

B. CSV

C. Parquet

D. Blob

ANSWER: A

Explanation:

JSON is correct because Real-time Customer Profile export writes the selected profile data to the target dataset in JSON format. After the export job has created the dataset files, the Data Access API can be used to retrieve metadata for the dataset, identify the generated file(s), and download them directly. This workflow is designed for accessing exported Profile records outside of Experience Platform while retaining the exported profile structure in a machine-readable representation. Adobe's Profile export documentation specifically describes exporting Profile data to a dataset and accessing the resulting files through the Data Access API. The Data Access API documentation also identifies JSON as a supported format for file access and download operations. Therefore, for a dataset populated by a segmented Real-time Customer Profile export, JSON is the supported format to use for direct download. See Adobe's Export profile data documentation and the Data Access API documentation.

QUESTION NO: 6

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

A. TSV

B. AVRO

C. XMKL

D. JSON

E. CSV

ANSWER: D E

Explanation:

JSON and **CSV** are supported formats for batch ingestion through Adobe Experience Platform cloud-storage sources. Adobe Experience Platform sources allow organizations to bring files from supported cloud-storage locations into a dataset for ingestion. For file-based batch sources, Platform supports JSON files that conform to the expected Experience Data Model structure, as well as delimited files. CSV is the standard comma-delimited form of a delimited file and is therefore an appropriate format for this workflow.

When configuring a cloud-storage source dataflow, the data engineer identifies the source files, maps incoming fields to the target XDM schema as necessary, and loads the records into the selected Platform dataset. JSON is useful when source records are already represented as structured objects. CSV is commonly used when the source data is tabular and each row represents a record. Both formats support the foundational objective of cloud-storage sources: importing externally stored data into Adobe Experience Platform without requiring a separate manual upload process.

Adobe's source documentation describes supported file formats and cloud-storage ingestion workflows: Adobe Experience Platform Sources overview and Create a cloud storage source connection.

QUESTION NO: 7

A data engineer has configured several fields in an XDM schema as identities and assigned each field an identity namespace.

Which system field can be used to view the identity values associated with an ingested record?

A. identityMap

B. _id

C. eventMergeId

D. profileID

ANSWER: A

Explanation:

identityMap is correct. The `identityMap` field is a standard XDM field that stores identity values and their associated namespaces for a record. When fields are designated as identities in the schema, Platform can populate identity information in this map during ingestion.

The identity map provides a consistent structure for representing multiple identities, such as CRM ID, ECID, email, or hashed email, within the same record. Identity Service uses these identities to establish links in the private identity graph when valid identity pairs are present. See the XDM identity field documentation and the Identity Service overview.

QUESTION NO: 8

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

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 lookupforjohn@example.com?

A)

B)

C)

D)

A. Option A

B. Option B

C. Option C

D. Option D

E. The profile for john@example.com contains the merged profile attributes, including favBrand: Adobe. Its event history contains the existing event and the distinct event with _id 5000 and purchase Photoshop 2021.

ANSWER: E

Explanation:

Assuming the punctuation errors in the supplied profile fragment are typographical and its email value is `john@example.com`, the lookup resolves both incoming records to the same Real-Time Customer Profile identity. Profile-enabled record data is merged into the person’s profile according to the applicable merge policy, so the newly ingested fragment contributes `favBrand: Adobe` while previously available profile attributes remain available unless an incoming value for the same attribute takes precedence under that policy. Adobe describes Real-Time Customer Profile as combining profile fragments from multiple sources into a unified view; see Real-Time Customer Profile overview.

The incoming ExperienceEvent is handled as a distinct time-series event, not as a replacement for the existing event. Its email identity associates it with John's profile, and its unique `_id` of `5000` identifies this particular event. Consequently, a profile lookup shows the unified profile with the new favorite-brand attribute and the event history containing both the pre-existing event and the new purchase of Photoshop 2021. Adobe's ExperienceEvent class documentation explains that ExperienceEvent data represents time-series observations of an individual's behavior.