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Adobe Real-time CDP Technical Practitioner

Adobe AD7-E601

Version Demo

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Topic Break Down

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QUESTION NO: 1

An engineer creates a sequential audience intended to identify customers who view a product page and then purchase that product within two hours. The engineer discovers that the audience also qualifies profiles whose purchase occurred before the product-page view.

What should the engineer change?

- A. Configure a sequential rule with product-page view followed by purchase within two hours
- B. Increase the event lookback period to seven days
- C. Use OR logic between the product-page-view and purchase events
- D. Replace the purchase event with a profile purchase attribute

ANSWER: A

Explanation:

The engineer should configure the conditions as an ordered sequence: product-page view followed by purchase, with the two-hour time constraint applied between those events. Sequential audience logic evaluates the order in which experience events occur for a profile.

A standard event container can identify that both events occurred but does not necessarily enforce their order. Extending the lookback period or changing the relationship to OR would further broaden the audience and would not solve the ordering problem.

QUESTION NO: 2

A company launches a Facebook campaign with a custom landing page that was supposed to give a \$50 voucher to customers who order within 2 hours of clicking on the link. The web developers forgot to add the tracking code to the checkout process, so the company does not know who ordered from the Facebook campaign-How should an engineer create the segment?

- A. Aggregation functions
- B. Analytical functions
- C. Count functions
- D. It cannot be created accurately until checkout/order tracking data is collected.

ANSWER: D

Explanation:

It cannot be created accurately until checkout/order tracking data is collected. Adobe Real-Time CDP audiences are evaluated from data that has been ingested into Experience Platform and associated with a customer profile; a segment cannot determine that a customer completed an order when no checkout event or equivalent order record was captured. The engineer should first instrument the checkout flow to send an appropriately modeled XDM ExperienceEvent, including the order event, event timestamp, campaign or referral context where available, and a usable identity such as ECID. If a reliable historical order source exists and can be identity-resolved to the campaign visitors, that data may also be ingested to support evaluation. Once the events are available, the audience can express the intended qualification as a Facebook campaign click followed by an order within the two-hour window. This preserves the required behavioral evidence and time relationship rather than trying to derive a conversion from only the landing-page interaction. Adobe describes audiences as rules evaluated against profile data in its [Segmentation Service documentation](#); checkout instrumentation can send event data through the [Web SDK sendEvent command](#).

QUESTION NO: 3

A streaming transaction dataset already uses an XDM ExperienceEvent schema and is enabled for Profile. The company wants to create an audience of customers who purchase a product within the previous hour.

Which two source fields must be mapped correctly for the event to support this audience? (Choose two.)

- A. A product-description field
- B. An event timestamp field
- C. A primary identity field with an identity namespace
- D. A destination account identifier

ANSWER: B C

Explanation:

The transaction must contain an event timestamp and an identity that can be associated with a Real-Time Customer Profile. The event timestamp allows Experience Platform to determine whether the purchase occurred during the previous hour. A primary identity, such as a CRM ID or authenticated customer ID with its identity namespace, associates the event with the correct person.

Product details can be needed for product-specific audiences, but they do not by themselves provide the time qualification or profile association required by this use case.

QUESTION NO: 4

A company has one Profile-enabled schema for CRM data and another Profile-enabled schema for loyalty data. The engineer wants fields from both schemas to be included in the same XDM Individual Profile union schema.

Which two conditions are required? (Choose two.)

- A. Both schemas must use the XDM Individual Profile class
- B. Both schemas must use the same dataset
- C. Both schemas must include the same field groups
- D. Both schemas must be enabled for Profile

ANSWER: A D

Explanation:

Both schemas must use the XDM Individual Profile class and both must be enabled for Profile. Experience Platform creates a union schema for Profile-enabled schemas that share the same class, allowing their fields to be used together for profile and audience workflows.

The schemas do not need to use the same dataset or contain the same field groups. Datasets are ingestion containers, and field groups can differ according to the attributes needed by each source.

QUESTION NO: 5

A company wants to create a new segment of current customers to advertise to them through Google's Display Network to encourage them to download an exclusive white paper. The company wants to limit this segment to only include customers after they have watched one video from the company's gated knowledge center, and who have contracts that expire in 3 months.

The company has mar-tech tools and services with which they track and communicate with clients:

- Adobe Analytics

- Adobe Experience Platform
- Adobe Campaign Standard
- Adobe Experience Manager
- CRM
- Google Adwords Account

Which steps should the company take to advertise?

- A.** Onboard the CRM data into the AEP dataset
Create a segment in Analytics that matches the business requirements and send to AEP dataset
Share the segment with Google Adwords
- B.** Onboard the CRM data Into the AEP dataset
Create a segment in AEP-CDP that matches the business requirements
Share the segment with Google Adwords
- C.** Onboard the CRM data into Adobe Analytics
Create a segment in AEP-CDP that matches the business requirements
Share the segment with Google Adwords

ANSWER: B

Explanation:

Onboarding the CRM data into the AEP dataset, creating a segment in AEP-CDP that matches the business requirements, and sharing the segment with Google Adwords is the appropriate workflow. CRM data supplies the customer-level contract information, including the expiration date, while behavioral data collected from the gated knowledge center can be represented as Experience Events in Adobe Experience Platform. Platform's Real-Time Customer Profile combines eligible profile attributes and event data using identity resolution, allowing the audience definition to require both a qualifying video-view event and a contract expiration within the required time frame. The resulting audience is evaluated in Platform and can be activated through a configured Google Ads destination for advertising use cases, including Google Display Network targeting. This keeps segmentation based on a unified customer profile rather than limiting it to an analytics-only audience, and provides an activation path to the company's advertising account. Adobe documents the creation and evaluation of audiences in the Segmentation Service at [Adobe Experience Platform Segmentation Service](#) and the available destination integrations and activation workflow at [Adobe Experience Platform Destinations](#).