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Adobe Real-Time CDP Business Practitioner Professional Exam

Adobe AD0-E602

Version Demo

Total Demo Questions: 6

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Topic Break Down

Topic	No. of Questions
Topic 1, Data Ingestion	8
Topic 2, Profiles	15
Topic 3, Audiences	17
Topic 4, Destinations	14
Topic 5, Data Governance	11
Total	65

QUESTION NO: 1

A Real-time CDP Business Practitioner is working to apply data labels according to DULE labeling.

At which level would should the business practitioner apply labels to propagate to chosen datasets and fields?

- A. Dataset
- B. Table
- C. Connection
- D. Schema

ANSWER: D

Explanation:

Schema is the appropriate level for applying a data usage label when the label needs to propagate consistently to the data modeled by that schema. In Adobe Experience Platform Data Governance, labels can be applied at either the schema level or an individual field level. A label assigned to a schema is inherited by all fields within that schema, providing an efficient way to govern an entire data structure without manually labeling every field. The label is also carried into datasets that are based on the schema, helping ensure governance policies are evaluated against the data as it is ingested, unified, activated, and exported.

This approach is particularly useful when the same usage restriction applies broadly to all data collected through a schema. The practitioner can therefore establish governance once at the schema definition and have that classification available throughout downstream Platform workflows. Adobe describes schema-level labels as applying to all fields in the schema, while field-level labels are appropriate where a more specific classification is needed. See Adobe's [data usage labels reference](#) and [data usage labels user guide](#).

QUESTION NO: 2

A retailer ingests loyalty records and website activity into Adobe Real-Time CDP. An audience that combines website browsing behavior with loyalty status is much smaller than expected.

Which two configurations should the practitioner verify first to determine whether the loyalty data can contribute to Real-Time Customer Profile? (Choose two.)

- A. Enable the loyalty dataset for Profile
- B. Configure the loyalty identifier as an identity field with an identity namespace
- C. Create a destination connection for the loyalty dataset
- D. Apply a merge policy directly to the loyalty dataset

ANSWER: A B

Explanation:

The loyalty dataset must be **enabled for Profile**, and the loyalty identifier must be configured as an **identity field with an identity namespace**. Profile-enabled datasets contribute profile fragments to Real-Time Customer Profile. An identity field and namespace provide the identity context needed to associate loyalty records with other profile fragments.

Creating a destination connection does not affect profile unification, and applying a merge policy cannot make data available when the dataset is not enabled for Profile or lacks usable identity configuration.

QUESTION NO: 3

A Real-Time CDP Business Practitioner is configuring a merge policy for a retailer. The CRM dataset contains the verified loyalty tier, while a web registration dataset can contain a more recently updated but unverified loyalty tier.

Which merge method should the practitioner select to ensure that the CRM value always takes precedence?

- A. Timestamp ordered
- B. Dataset precedence
- C. Identity graph

ANSWER: B

Explanation:

Dataset precedence is correct because it allows the practitioner to rank profile datasets by business trust and use that ranking to resolve conflicting attributes. The CRM dataset can be assigned a higher precedence than the web registration dataset, so its verified loyalty-tier value wins even when the web fragment has a newer timestamp.

Timestamp ordered would select the most recently updated fragment and could allow an unverified web value to replace the CRM value. Identity graph settings associate profile fragments but do not define which conflicting attribute value takes precedence.

QUESTION NO: 4

A customer submits an access request through Adobe Experience Platform Privacy Service. The customer provides a CRM identifier rather than an email address.

Which two identity details must the practitioner include so Privacy Service can locate the correct data subject? (Choose two.)

- A. Identity value
- B. Identity namespace
- C. Audience name
- D. Merge policy

ANSWER: A B

Explanation:

The practitioner must provide the **identity value**, which is the customer's CRM identifier, and the **identity namespace**, which identifies the identifier type and its context. Privacy Service uses this identity pair to locate data associated with the intended person.

An audience name does not identify an individual data subject. A merge policy determines how profile fragments are combined and is not used to identify the person in a privacy request.

QUESTION NO: 5

Which two standard widgets are available in a Profiles overview dashboard of Real-time CDP? (Choose two.)

- A. Profiles added
- B. Profile source
- C. Identity graph
- D. Identity overlap

ANSWER: A B

Explanation:

Profiles added and **Profile source** are standard widgets for the Real-Time Customer Profile overview dashboard in Adobe Real-Time CDP. The Profiles added widget provides a time-based view of profile ingestion, enabling practitioners to monitor how the addressable profile population changes as data is brought into Experience Platform. This supports operational monitoring of profile growth and helps teams validate that profile-enabled ingestion is occurring as expected.

The Profile source widget provides insight into the origins of profiles, presenting the profile population by source type. This helps practitioners understand the composition of the unified profile store and assess the relative contribution of ingestion methods to the available profile data. Together, these widgets provide both a trend-oriented view of profile creation and a source-oriented view of where those profiles originate, making them useful default measures for profile-health analysis in Real-Time CDP. Adobe documents the available Profile dashboard widgets and their purposes in the [Profiles dashboard guide](#) and the [Real-Time Customer Profile overview documentation](#).

QUESTION NO: 6

A banking and insurance company has "memberid" as the unique user id for customers who land on their website from Google organic search and authenticate.

Which namespace is recommended to fetch profiles for known customers?

- A. Custom namespace for memberid
- B. Custom namespace for Google Click ID
- C. Customer namespace for authenticated id

ANSWER: A

Explanation:

Custom namespace for memberid is correct because `memberid` is the company's own persistent identifier for an authenticated customer. Adobe Experience Platform Identity Service uses identity namespaces to provide context for an identity value and to distinguish values originating from different identity systems. Since `memberid` is a business-specific customer identifier rather than a standard identifier such as an email address, phone number, or Experience Cloud ID, the organization should create and use a custom identity namespace for it.

When authenticated website events and customer records carry the same `memberid` value in this namespace, Platform can associate those records with the appropriate Real-Time Customer Profile. This makes the namespace suitable for profile lookup, identity stitching, segmentation, and activation involving known customers. The namespace should be configured as an identity namespace appropriate for a person-level, cross-device customer identifier, because it represents an individual customer across authenticated interactions. Google organic search describes the acquisition channel, not the durable identity used to retrieve the customer profile. Adobe documents custom namespaces as the appropriate mechanism for identifiers that are specific to an organization's implementation. See [Identity namespaces overview](#) and [Create custom namespaces](#).