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1年間無料アップデート

Exam : **AD0-E614**

Title : Adobe Real-Time CDP Business Practitioner Professional

Version : DEMO

1.A Real-Time CDP Business Practitioner needs to capture customer behavioral data generated by an online campaign landing page.
Which XDM schema class should the schema be based on?
A. XDM Individual Profile
B. XDM ExperienceEvent
C. XDM Customer Event
D. XDM Campaign Metrics
Answer: B

2.An apparel retailer's loyalty dataset holds around forty fields. One of them stores a precise home latitude and longitude captured at sign-up and must never reach an advertising destination. The remaining fields — purchase history, size preferences and loyalty tier — are needed for everyday audience activation. A junior colleague proposes applying the restriction at the dataset level.
Which approach best satisfies the restriction while keeping the dataset useful?
A. Label the whole dataset, since dataset labels propagate to every field and are simpler to maintain.
B. Leave the dataset unlabelled and exclude the coordinate field from each activation mapping by hand.
C. Label only the coordinate field, leaving the remaining fields free for everyday activation.
D. Label the whole dataset, then remove the label from each field that marketing still needs to use.
Answer: C

3.A professional services firm builds a prospect audience for an acquisition campaign. When the practitioner opens the activation flow for the destination the campaign team asked for, the prospect audience cannot be selected, although the firm's people audiences can.
What is the appropriate next step?
A. Select a destination that supports prospect audiences, since not all do.
B. Change the audience's evaluation method from batch to streaming so it can export.
C. Re-create the prospect profiles as a people audience and activate that instead.
D. Apply a merge policy that is active on edge so the audience becomes exportable.
Answer: A

4.A practitioner needs audiences to qualify in near real-time through streaming segmentation and to be usable for edge personalization.
Which merge policy setting must be in place?
A. The merge policy is marked active on edge
B. The merge policy is set to dataset precedence
C. The merge policy excludes all event datasets
D. The merge policy is the organisation default
Answer: A

5.What is the primary purpose of analyzing an audience in Adobe Real-Time CDP before it is activated?
A. To confirm it supports the intended marketing outcome
B. To design the XDM schemas that feed the profile
C. To validate the identity namespaces used for stitching
D. To create duplicate datasets for testing purposes

Answer: A