

DUMPS ARENA

Adobe Experience Platform Technical Foundations

Adobe AD0-E600

Version Demo

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QUESTION NO: 1

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:**

The two types of file export options available to a marketer when setting up an export of a certain segment of their profile data to their cloud storage in Adobe Experience Platform are Full and Incremental.

QUESTION NO: 2

A B2B business (the client) is migrating its data warehouse (DWH) solution to AEP. Currently, they are using what they call Recipient ID as the main identifier to recognize client employees. That Recipient ID is generated inside the DWH. That solution will not be available once AEP is live, so the solution architect needs to consider potential alternatives.

After working with the client lead and a data engineer, the solution architect identifies that a combination of Company ID and Hashed Employee Email would be a good replacement for the Recipient ID to make it more unique.

How can the solution architect generate that identity within AEP?

- A. The Company ID (non-people identifier) must be set up as a primary ID. The Hashed Employee Email as a secondary ID and AEP will automatically reconcile them.
- B. The Company ID and Hashed Employee Email must be combined in AEP data prep and passed as a unique primary identity.
- C. The Company ID and Hashed Employee Email must be combined outside of AEP and passed as a unique primary identity.
- D. The Hashed Employee Email must be set up as a primary ID and the Company ID (non-people identifier) as a secondary ID and AEP will automatically reconcile them.

ANSWER: C**Explanation:**

<https://experienceleague.adobe.com/docs/experience-platform/identity/home.html?lang=en>

QUESTION NO: 3

A marketer needs to quickly validate that data ingested into a dataset processed to Profile successfully. Using the AEP in which two ways can the marketer perform this task? (Choose two.)

- A. Sources > Data Flow
- B. Query service
- C. Dataset > Activity
- D. Monitoring > Batch
- E. Identities > Browse

ANSWER: A C

Explanation:

To validate that data ingested into a dataset processed to Profile successfully, a marketer can use the following two ways in Adobe Experience Platform (AEP):

Sources > Data Flow: This option allows the marketer to validate that data ingested into a dataset processed to Profile successfully by checking the data flow. The marketer can check the data flow to ensure that the data is being ingested correctly and that the data is being processed to Profile successfully.

Dataset > Activity: This option allows the marketer to validate that data ingested into a dataset processed to Profile successfully by checking the activity of the dataset. The marketer can check the activity of the dataset to ensure that the data is being ingested correctly and that the data is being processed to Profile successfully.

QUESTION NO: 4

A data architect creates two XDM schemas: Schema A and Schema B.

What are the two requirements for defining a schema relationship so that Schema A references Schema B for use in segmentation? (Choose two.)

- A. Schema A and Schema B must each be enabled for Real-time Customer Profile.
- B. Schema A and Schema B must each have a primary identity.
- C. Schema A must belong to the same schema class as Schema B.
- D. Schema A and Schema B must each have datasets associated with them.
- E. Both schemas should have the same fields marked as identities.

ANSWER: B D

Explanation:

A primary identity is a field that uniquely identifies a profile in a dataset. It is used to merge data from different sources into a single profile. A dataset is a collection of data that is stored in Adobe Experience Platform. It is used to store data from a single source or system.

QUESTION NO: 5

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 in 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

QUESTION NO: 6

A data engineer is required to partially ingest data via a Source Connector. Which three source connectors are permitted for this task? (Choose three.)

- A. FTP/SFTP
- B. HTTP API
- C. Adobe Analytics
- D. Azure Blob Storage
- E. Microsoft Dynamics
- F. Web SDK

ANSWER: A C D

Explanation:

<https://experienceleague.adobe.com/docs/experience-platform/data-prep/home.html>

QUESTION NO: 7

A data engineer ingests 1000 records that contain various different identities. Each record has at least the primary identity.

The data engineer verifies that the records have been ingested into Data Lake and profile. When clicking on one of the identity namespaces in the identity tab the data engineer sees 100 records under "Records skipped".

What is the possible cause of the skipped records?

- A. Identity records failed XDM validation upon ingestion.
- B. Identity namespace is not compatible with identity graph.
- C. Dataset and schema are not enabled for identity service.
- D. Identity service ignores records with only one identity.

ANSWER: A

Explanation:

The possible cause of the skipped records is that the identity records failed XDM validation upon ingestion.

<https://experienceleague.adobe.com/docs/experience-platform/landing/troubleshooting.html?lang=en>

QUESTION NO: 8

Time-series data has been ingested and linked with a Real-time Customer Profile.

A data engineer wants to look up only the most recent time-series event associated with the Luma ID "100".

Which API call will return the desired event object?

A)

```
curl -X GET https://platform.adobe.io/data/core/ups/access/entities?schema.name=_xdm.context.experienceevent&relatedSchema.name=_xdm.context.profile&entityId=100&entityIdNS=Luma&limit=1&orderBy=-timestamp
```

B)

```
curl -X GET https://platform.adobe.io/data/core/ups/access/entities?schema.name=_xdm.context.profile&relatedSchema.name=_xdm.context.experienceevent&entityId=100&entityIdNS=Luma&limit=1&orderBy=+timestamp
```

C)

```
curl -X GET https://platform.adobe.io/data/core/ups/access/entities?schema.name=_xdm.context.experienceevent&relatedSchema.name=_xdm.context.profile&entityId=100&entityIdNS=Luma&limit=1&orderBy=+timestamp
```

D)

```
curl -X GET https://platform.adobe.io/data/core/ups/access/entities?schema.name=_xdm.context.profile&relatedSchema.name=_xdm.context.experienceevent&entityId=100&entityIdNS=Luma&limit=1&orderBy=-timestamp
```

- A. Option A
- B. Option B
- C. Option C
- D. Option D

ANSWER: D

QUESTION NO: 9

A data engineer is bringing in audience definitions into Adobe Experience Platform from external sources. Which standard Experience Data Model (XDM) class should the data engineer use?

- A. Segment Definition
- B. XDM ExperienceEvent
- C. XDM Individual Profile
- D. Profile Definition

ANSWER: D

Explanation:

To bring in audience definitions into Adobe Experience Platform from external sources, a data engineer should use the Profile Definition XDM class. The Profile Definition XDM class is used to define the structure of a profile, which is a collection of attributes that describe a person or entity.

QUESTION NO: 10

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:

The two functions that a data engineer could use to convert string fields to numeric fields while keeping precision of the data in Adobe Experience Platform are `To.float` and `To_decimal`.