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Question 1

Question Type: MultipleChoice

An entertainment company and Adobe Real-Time CDP customer wants to message subscribers on the anniversary of their subscription date. The goal is to send an upsell offer to increase their subscription benefits by creating a segment and activating to their email service provider.

Which segmentation event recency type should be used to evaluate new users each day into this segment once users reach 365 days since the first subscription?

Options:

- A- This year
- B- Rolling Range
- C- Custom date
- D- Within (+/-)

Answer:

C

Explanation:

According to the Adobe documentation, custom date is a type of segmentation event recency that allows specifying a fixed date or a relative date based on a field in the dataset schema. This type of recency can be used to evaluate new users each day into a segment based on a specific date, such as the anniversary of their subscription date. Reference:

<https://experienceleague.adobe.com/docs/experience-platform/segmentation/ui/segment-builder.html?lang=en#event-recency>

Question 2

Question Type: MultipleChoice

An Adobe Real-Time CDP Business Practitioner receives a last-minute request from the marketing department to create segments and make them available as quickly as possible for a campaign going live tomorrow. The segments will use primarily batch datasets, which will not be evaluated for 24 hours.

How can the practitioner speed up the segment evaluation process for these segments?

Options:

A- Evaluate the segment on-demand using the Segment Service API

- B-** Evaluate the segment on-demand using the Segment Query Service
- C-** Evaluate the segment on-demand using the Experience Cloud Edge

Answer:

C

Explanation:

According to the Adobe documentation, Experience Cloud Edge is a type of destination that allows sending segments to Adobe Experience Cloud solutions, such as Adobe Target and Adobe Audience Manager, in real-time. This type of destination can speed up the segment evaluation process by leveraging edge segmentation, which evaluates segments at the edge of Adobe Experience Platform, close to where data collection occurs. Reference: <https://experienceleague.adobe.com/docs/experience-platform/destinations/catalog/experience-cloud-edge.html?lang=en>

Question 3

Question Type: MultipleChoice

An Adobe Real-time CDP customer is currently experiencing a low match rate with the Google DV360 connection when sharing cookie-based website retargeting audiences due to users visiting their website from a Safari browser. This customer also has a 70%

authentication rate on their website with users logging in with an email address.

What could an Adobe Real-time CDP business practitioner suggest to improve the reach of the customer's website retargeting audiences with Google?

Options:

- A- Only send users who have visited the website using another browser (e.g. Chrome)
- B- Share the segment using the Google Customer Match connection using hashed email addresses as the target identity
- C- Share the segment using the Google Customer Match connection using ECID as the target identity

Answer:

B

Explanation:

According to the Adobe documentation, Google Customer Match is a type of destination that allows matching profiles based on hashed email addresses, phone numbers, or user IDs with Google users across various Google services, such as Search, YouTube, Gmail, and Display & Video 360 (DV360). This type of destination can improve the match rate for website retargeting audiences, especially for users who visit the website from browsers that block third-party cookies, such as Safari. Reference:

<https://experienceleague.adobe.com/docs/experience-platform/destinations/catalog/google-customer-match.html?lang=en>

Question 4

Question Type: MultipleChoice

A Real-Time Business Practitioner has to export a customer's email address and corresponding attributes to a SFTP connection. Which destination type is recommended in this scenario?

Options:

- A- Streaming profile export
- B- File based destinations
- C- Streaming segment export

Answer:

B

Explanation:

According to the Adobe documentation, file based destinations are destinations that allow exporting data from Adobe Experience Platform as files to an external system or service via SFTP or Amazon S3 protocols. These destinations can export profile attributes, segment memberships, or both, using various file formats and compression methods. Reference:

Question 5

Question Type: MultipleChoice

A Real-Time CDP Business Practitioner needs to analyze a segment's profile count. The business practitioner is interested in the number of new profiles that are part of the segment and the number of profiles that are getting removed from the segment.

Which profile status types can the practitioner use for this scenario?

Options:

- A- Realized and Leaving
- B- Qualified and Existing
- C- Realized and Exiting

Answer:

C

Explanation:

According to the Adobe documentation, realized profiles are those that have newly qualified for a segment, while exiting profiles are those that have been removed from a segment due to no longer meeting the segment definition. These profile status types can be used to analyze the segment's profile count over time. Reference: <https://experienceleague.adobe.com/docs/experience-platform/segmentation/ui/segment-profile-count.html?lang=en#profile-status-types>

Question 6

Question Type: MultipleChoice

A Real-Time CDP Business Practitioner has a client who wants to target audiences across Facebook. To send segments to this social destination, what are the first two steps they should take? (Choose two.)

Options:

- A-** Check Facebook account prerequisites
- B-** Confirm use cases for journey optimization

C- Connect to the destination

D- Export segment to destination

Answer:

A, C

Explanation:

According to the Adobe documentation, the first step to send segments to Facebook is to check the Facebook account prerequisites, such as having a Facebook Business Manager account, a Facebook app ID, and a Facebook system user access token. The second step is to connect to the destination by creating a new destination of type Facebook connection and providing the required information. Reference: <https://experienceleague.adob>

Question 7

Question Type: MultipleChoice

An Adobe Real-Time CDP Business Practitioner wants to forward raw website events to an analytics destination in real-time rather than sending a segment using a cookie identifier.

Which type of destination should the practitioner use?

Options:

- A- Streaming Profile Export Destination
- B- Connection
- C- Extension

Answer:

A

Explanation:

According to the Adobe documentation, streaming profile export is a type of destination that allows sending raw events or attributes associated with profiles in real-time to an external system or service. This type of destination does not require creating or activating segments, and can use any identity namespace as the target identity. Reference: <https://experienceleague.adobe.com/docs/experience-platform/destinations/catalog/profile-export.html?lang=en>

Question 8

Question Type: MultipleChoice

A Real-time CDP Business Practitioner must enable a scheduled evaluation of an organization's segments. How should the segments be toggled on?

Options:

- A- Add all segments to a destination
- B- Create a scheduled segment
- C- Add all segments to schedule

Answer:

C

Explanation:

According to the Adobe documentation, to enable scheduled evaluation of segments, the practitioner must add all segments to schedule by selecting them from the Segments tab and clicking on "Add to schedule" from the action bar. Reference:

<https://experienceleague.adobe.com/docs/experience-platform/segmentation/ui/schedule-segments.html?lang=en#schedule-segments>

Question 9

Question Type: MultipleChoice

A Real-Time CDP customer wants to share a customer segment using the identity namespace personalEmail.address across marketing channels.

For which destinations must these email addresses be transformed into the SHA256 format as the target identity?

Options:

A- LinkedIn Matched Audiences connection

Google Customer Match connection

Facebook connection

B- Amazon S3 connection

Salesforce Marketing Cloud connection

C- Facebook connection

Salesforce Marketing Cloud connection

LinkedIn Matched Audiences connection

Google Customer Match connection

Answer:

C

Explanation:

According to the Adobe documentation, some destinations require email addresses to be hashed using SHA256 algorithm before they can be used as target identities. These destinations include Facebook, Salesforce Marketing Cloud, LinkedIn Matched Audiences, and Google Customer Match. Reference: <https://experienceleague.adobe.com/docs/experience-platform/destinations/ui/destination-actions.html?lang=en#hashing-email-addresses>

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