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Adobe Experience Platform Technical Foundations

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**QUESTION 1**

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.

Correct Answer: D

QUESTION 2

In an AEP implementation, an SFTP source setup performs daily imports. A marketer notices that the segment volumes linked to that data source have dropped in the last days. After a root cause analysis, it is identified that the dataflow that manages the SFTP import has been disabled by mistake.

The missing files must be ingested in AEP, and the daily import must be re-started.

How should these tasks be performed?

- A. Create a new dataflow and enable the backfill.
- B. Re-enable the dataflow and create one-time dataflows per missing file.
- C. Re-enable the dataflow and change the starting date to be the date that the dataflow was disabled
- D. Re-enable the dataflow, and it will automatically upload the missing files.

Correct Answer: C

QUESTION 3

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; The primary identity used is `_orgtenant.profileIDs.email`. What data should appear in the user profile?

```
"attributeMerge": {
  "type": "dataSetPrecedence",
  "order" : [
    "datasetID1",
    "datasetID3"
  ]
}
```



☐ 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

Correct Answer: B

QUESTION 4

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

Correct Answer: AC

QUESTION 5

There are two existing entities in the Real-time Customer Profile store: one profile record and one event.

Profile:

```
{"email": "john@example.com", "favBrand": "Luma"}
```

Event:

```
{"_id": "5000", "email": "john@example.com", "purchase": "Zeppelin Yoga Pants"}
```

Both the event schema and profile schema have "email" as the primary identity. The _id is used to identify unique events.

Later, a data engineer ingests one additional profile fragment and another event:

Profile: {"email": "john@example.com", "favBrand": "Adobe"}

Event: {"_id": "5000", "email": "john@example.com", "purchase": "Photoshop 2021"}

What will the profile attributes and event look like when doing a profile lookup for john@example.com?



- ☐ A. Profile: {"email": "john@example.com", "favBrand": "Adobe"}
Event: [{"_id": "5000", "email": "john@example.com", "purchase": "Zeppelin Yoga Pants"}]
- ☐ B. Profile: {"email": "john@example.com", "favBrand": "Luma"}
Event: [{"_id": "5000", "email": "john@example.com", "purchase": "Photoshop 2021"}]
- ☐ C. Profile: {"email": "john@example.com", "favBrand": "Adobe"}
Event: [{"_id": "5000", "email": "john@example.com", "purchase": "Photoshop 2021"}]
- ☐ D. Profile: {"email": "john@example.com", "favBrand": "Luma"}
Event: [{"_id": "5000", "email": "john@example.com", "purchase": "Zeppelin Yoga Pants"}]

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: D

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