



# AD0-E600<sup>Q&As</sup>

Adobe Experience Platform Technical Foundations

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**QUESTION 1**

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. The Company ID (non- people identifier) as a secondary ID and AEP will automatically reconcile them.

Correct Answer: A

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**QUESTION 2**

A data engineer builds a segment based on Loyalty Status = Gold attribute and a purchase in the last 7 days. To validate that this segment is working, the engineer logs in to the test website and makes a purchase Gold Loyalty Status. In AEP, how can the data engineer validate that the test customerID made it into the segment near real-time?

- A. Run a Query in Query service using the segment criteria (Loyalty Status = Gold attribute and a purchase in the last 7 days) for the dataset in question.
- B. In the Identity Graph Viewer, look up the customerID.
- C. Go to Segments > choose the segment > search for the profile in the samples below.
- D. Go to Profiles > Browse and input my customerID. Look at the segment membership tab.

Correct Answer: C

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**QUESTION 3**

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

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#### QUESTION 4

A data engineer exports segmented Real-time Customer Profile data to a new dataset called "Profile Export". The data engineer needs to directly download the data from the Profile Export dataset using the Data Access API. Which file format is supported for this use case?

- A. JSON
- B. CSV
- C. Parquet
- D. Blob

Correct Answer: A

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#### QUESTION 5

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

Correct Answer: A

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#### QUESTION 6



A data engineer must set up a Streaming Connection with new authentication via the AEP UI to stream non XDM data into an existing Dataset. How should the data engineer proceed?

- A. Sources > Streaming > HTTP API > New Account > Add Data > Select Data > Select Dataset > Finish
- B. Sources > Streaming > HTTP API > Add Data > New Account > Select Data > Map Fields to XDM > New Dataset > Finish
- C. Destination > Streaming > HTTP API > New Account > Select Data > Map Fields to XDM Select Dataset > Finish
- D. Sources > Streaming > HTTP API > Add Data > New Account > Select Data > Map Fields to XDM > Select Dataset > Finish

Correct Answer: D

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### QUESTION 7

A marketer notices that the average number of IDs linked per profile has increased significantly over the past couple weeks. In the Identity graph viewer, the marketer sees that different emails that should belong to different profiles are stitched together.

What should the marketer do next to identify the root cause?

- A. Use the Real-time Profile UI to retrieve the Identity Map linked to the profile
- B. Use the Identity API to get the details of the Identity Namespace definition
- C. Use the Identity API to list the Identity Mappings for the email
- D. Use Identity graph viewer to retrieve the list of data sources

Correct Answer: C

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### QUESTION 8

A daily scheduled segmentation job has already run and completed. However, the data engineer recently created a new segment.

Segment Name: Profile Qualification

Segment ID: Safe34ae-Sc98-4SI3-8a1d-67ccaaS4bc87

The data engineer wants to evaluate this segment via API.

How should the data engineer proceed?



A.

```
curl -X PATCH https://platform.adobe.io/data/core/ups/segment/jobs \  
-H 'Authorization: Bearer {ACCESS_TOKEN}' \  
-H 'Content-Type: application/json' \  
-H 'x-gw-ims-org-id: {IMS_ORG}' \  
-H 'x-api-key: {API_KEY}' \  
-H 'x-sandbox-name: {SANDBOX_NAME}' \  
-d '  
[  
  {  
    "segmentId": "Safe34ae-8c98-4513-8a1d-67ccaa54bc87",  
  }  
]
```

B.

```
curl -X GET https://platform.adobe.io/data/core/ups/segment/definitions \  
-H 'Authorization: Bearer {ACCESS_TOKEN}' \  
-H 'Content-Type: application/json' \  
-H 'x-gw-ims-org-id: {IMS_ORG}' \  
-H 'x-api-key: {API_KEY}' \  
-H 'x-sandbox-name: {SANDBOX_NAME}' \  
-d '  
[  
  {  
    "segmentName": "Profile Qualification",  
  }  
]
```

C.

```
curl -X POST https://platform.adobe.io/data/core/ups/segment/jobs \  
-H 'Authorization: Bearer {ACCESS_TOKEN}' \  
-H 'Content-Type: application/json' \  
-H 'x-gw-ims-org-id: {IMS_ORG}' \  
-H 'x-api-key: {API_KEY}' \  
-H 'x-sandbox-name: {SANDBOX_NAME}' \  
-d '  
[  
  {  
    "segmentName": "Profile Qualification",  
  }  
]
```

D.

```
curl -X POST https://platform.adobe.io/data/core/ups/segment/jobs \  
-H 'Authorization: Bearer {ACCESS_TOKEN}' \  
-H 'Content-Type: application/json' \  
-H 'x-gw-ims-org-id: {IMS_ORG}' \  
-H 'x-api-key: {API_KEY}' \  
-H 'x-sandbox-name: {SANDBOX_NAME}' \  
-d '  
[  
  {  
    "segmentId": "Safe34ae-8c98-4513-8a1d-67ccaa54bc87",  
  }  
]
```



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

Correct Answer: D

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### QUESTION 9

A data engineer is using Data Prep to format data for ingestion. The data engineer needs to load Date/Time as Date values for a field called CustomerCreateDate. The use of this field does not require a time component and as is String based.

The JSON value in this example is `\".platosaprod.customerCreateDateVZOOS-11 -0415:44\"`.

Which Data Prep functions and order should the data engineer use to format the date without the time component?

- A. `format(p\"atosaprod.custometCreateDate.dd-MM-yyyy\")`
- B. `format(date(_platosaprod.customerCreateDate),\"dd-MM-yyyy\")`
- C. `dformaUdateLP\"atosaprod.customerCreateDateJ.\"dd-MM-yyyy\"`
- D. `date(_platosaprod.customerCreateDate.\"dd-MM-yyyy\")`

Correct Answer: B

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### QUESTION 10

A marketer wants to send profile and attributes information to an RT-CDP Destination. Which destination option should the marketer choose to send profile and attributes information?

- A. Amazon S3 cloud storage destination
- B. Facebook Pixel extension
- C. Google Display and Video 360
- D. Google Ads

Correct Answer: A