Adobe.AD0-E602.by.RikusanOsa.34q

Exam Code: AD0-E602

Exam A

QUESTION 1
A Real-Time CDP Business Practitioner has a client who wants to target audiences across Facebook.

Correct Answer: A, C
Section:
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 2
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?
A. Realized and Leaving
B. Qualified and Existing
C. Realized and Exiting

Correct Answer: C
Section:
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/experienceplatform/segmentation/ui/segment-profile-count.html?lang=en#profile-status-types

QUESTION 3
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?
A. Streaming profile export
B. File based destinations
C. Streaming segment export

Correct Answer: B
Section:
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:
https://experienceleague.adobe.com/docs/experience-platform/destinations/catalog/filebased.html?lang=en

QUESTION 4
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?
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

Correct Answer: B
Section:

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/googlecustomer-match.html?lang=en

QUESTION 5

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?

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

Correct Answer: C
Section:
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/experiencecloud-edge.html?lang=en

QUESTION 6

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?

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

Correct Answer: C
Section:
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/segmentbuilder.html?lang=en#event-recency

QUESTION 7

An Adobe Real-Time CDP Business Practitioner wants to create a segment of users who have purchased an item in the last 90 days and then purchased another item 5 days later.

What type of segmentation could be used?

A. Frequency Segmentation
B. Recency Segmentation
C. Sequential Segmentation

Correct Answer: C
Section:
Explanation:

According to the Adobe documentation, sequential segmentation is a type of segmentation that allows defining a sequence of events or attributes that must occur in a specific order for a profile to qualify for a segment. This type of segmentation can be used to create a segment of users who have purchased an item in the last 90 days and then purchased another item 5 days later. Reference:

QUESTION 8
A Real-Time CDP Business Practitioner wants to target audiences on LinkedIn.
In order to target LinkedIn profiles what three identities must be used to support this targeting?
A. Hashed emails, phone number, GAID
B. Hashed emails, IDFA, GAID
C. IDFA, GAID, MID

Correct Answer: A
Section:
Explanation:
According to the Adobe documentation, LinkedIn Matched Audiences is a type of destination that allows matching profiles based on hashed email addresses, phone numbers, or mobile device IDs (GAID or IDFA) with LinkedIn users across various LinkedIn services, such as Campaign Manager and Marketing Solutions API. This type of destination can be used to target audiences on LinkedIn using these three identities. Reference: https://experienceleague.adobe.com/docs/experienceplatform/destinations/catalog/linkedin-matched-audiences.html?lang=en

QUESTION 9
A Real-Time CDP Business Practitioner has to create a new segment of California residents. What field group tile should they drag onto the segment builder canvas?
A. Audiences
B. Events
C. Attributes

Correct Answer: C
Section:
Explanation:
According to the Adobe documentation, attributes are fields that describe profile characteristics or traits, such as demographic information, preferences, or interests. Attributes can be dragged onto the segment builder canvas to define segment rules based on attribute values or ranges. In this case, the practitioner can drag an attribute that indicates the state of residence and set it to California.
Reference: https://experienceleague.adobe.com/docs/experienceplatform/segmentation/ui/segment-builder.html?lang=en#attributes

QUESTION 10
An Adobe Real-Time CDP Business Practitioner wants to create a batch segment of users for a financial services client who opened account in the last rolling 30 days. The analytics team needs an updated segment count prior to a campaign launch.
What would the practitioner need to do to achieve this task?
A. Re-create the segment
B. Streaming segment
C. Segment job

Correct Answer: C
Section:
Explanation:
According to the Adobe documentation, segment job is a feature that allows running an on-demand evaluation of segments using batch datasets and getting an updated segment count within minutes.
Segment job can be used to achieve this task by selecting the segment and clicking on "Run segment job" from the action bar. Reference:
https://experienceleague.adobe.com/docs/experienceplatform/segmentation/ui/segment-job.html?lang=en

QUESTION 11
A Real-Time CDP Business Practitioner is mapping attributes from audience data to a streaming profile export destination. They want to include Active and Expired members in subsequent incremental exports.
What field must they make sure is selected when mapping attributes?
A. segmentMembership.status
B. profile.status
C. event.status

D. person.status

Correct Answer: A
Section:
Explanation:
According to the Adobe documentation, segmentMembership.status is a field that indicates the current status of a profile's membership in a segment, such as Active, Expired, or Realized. This field must be selected when mapping attributes to a streaming profile export destination to include Active and Expired members in subsequent incremental exports. Reference:
https://experienceleague.adobe.com/docs/experience-platform/destinations/catalog/profileexport.html?lang=en#mapping-attributes

QUESTION 12
A Real-Time CDP Business Practitioner is working with a client and needs to process a request to access or delete through the privacy service.
What must the Real-Time CDP Business Practitioner include in the request?
A. Segment and namespace
B. Identity and segment
C. Identity and namespace
D. Last name and segment

Correct Answer: C
Section:
Explanation:
According to the Adobe documentation, identity and namespace are the two required fields that must be included in a request to access or delete through the privacy service. Identity is the value of the identifier for the profile, such as an email address or a phone number. Namespace is the type of identifier, such as ECID or CRM ID. Reference:
https://experienceleague.adobe.com/docs/experience-platform/privacy/ui/createrequest.html?lang=en#required-fields

QUESTION 13
A Real-Time CDP Business Practitioner wants to make Privacy Service requests for Experience Cloud applications. Which two categories of applications can they use? (Choose two.) A. On-prem applications B. Self-serve applications C. Real-time applications D. Applications integrated with Privacy Service

Correct Answer: B, D
Section:
Explanation:
According to the Adobe documentation, self-serve applications are applications that allow users to create and manage their own Privacy Service requests, such as Adobe Experience Platform, Adobe Campaign Standard, and Adobe Target. Applications integrated with Privacy Service are applications that have built-in integrations with Privacy Service and can automatically process requests, such as Adobe Audience Manager, Adobe Analytics, and Adobe Experience Manager. Reference:
https://experienceleague.adobe.com/docs/experienceplatform/privacy/home.html?lang=en#applications

QUESTION 14
A Real-time CDP Business Practitioner is working to apply data labels according to DULE labeling.
At which level would should the business practitioner apply labels to propagate to chosen datasets and fields?
A. Dataset
B. Table
C. Connection
D. Schema

Correct Answer: D
Section:
Explanation:
According to the Adobe documentation, DULE labeling is a framework that allows applying data usage labels (DULs) to data fields based on their usage category (Descriptive, Underlying, Linked, or Extracted). DULs can be applied at the schema level, which means they will propagate to all datasets and fields that use that schema. Reference: https://experienceleague.adobe.com/docs/experienceplatform/data-governance/dule/dule-overview.html?lang=en#dule-overview

QUESTION 15

A data steward is working with a client who has provided geographic dat a. Which labeling option is appropriate to categorize this type of data?

A. Identity Data

B. Contractual Data

C. Sensitive Data

D. Profile Data

Correct Answer: D
Section:
Explanation:
According to the Adobe documentation, profile data is a type of data label that indicates data that describes characteristics or traits of an individual or group, such as demographic information, preferences, or interests. Geographic data can be categorized as profile data, as it describes the location of an individual or group. Reference: https://experienceleague.adobe.com/docs/experienceplatform/data-governance/labels/data-labels.html?lang=en#data-labels

QUESTION 16

An Adobe Real-Time CDP Business Practitioner needs to exclude certain opt-out events from all segments used in off-site targeting by a company data governance policy enforcer.

Which type of data usage label should be applied to this data?

A. Identity

B. Sensitive

C. Contract

Correct Answer: C
Section:
Explanation:
According to the Adobe documentation, contract is a type of data usage label that indicates data that has contractual limitations on how it can be used, such as opt-out events or third-party data. Contract data can be excluded from segments used in off-site targeting by applying data usage policies that enforce data governance rules. Reference: https://experienceleague.adobe.com/docs/experience-platform/data-governance/dule/duleoverview.html?lang=en#dule-overview

QUESTION 17

A Real-Time CDP Business Practitioner is working with a client whose platforms are not adhering to data compliance measures. Which two must the practitioner use to enforce data governance for activating segments to platform destinations? (Choose two.) A. Destination labels B. Data enforcement rules C. Data usage policies D. Marketing action

Correct Answer: A, C
Section:
Explanation:
According to the Adobe documentation, destination labels are labels that indicate the type and purpose of a destination, such as on-site or off-site, personalization or analytics, etc. Data usage policies are rules that define how data can be used based on data usage labels and destination labels. These two must be used to enforce data governance for activating segments to platform destinations by ensuring that only compatible data and destinations are allowed.
Reference: https://experienceleague.adobe.com/docs/experience-platform/datagovernance/labels/destination-labels.html?lang=en
https://experienceleague.adobe.com/docs/experience-platform/data-governance/policies/policiesoverview.html?lang=en

QUESTION 18

A Data Steward was recently hired to ensure data governance for a large insurance company. Which two roles will be part of their main job assignment? (Choose two.) A. Use data to design new customer experiences.

A. Creating data policies and applying them to datasets and fields.

B. Creating batch integrations and data schemas.

C. Reviewing data, datasets, and data samples to apply and manage metadata usage labeling.

Correct Answer: B, D
Section:
Explanation:

According to the Adobe documentation, a Data Steward is a role that is responsible for ensuring data quality, compliance, and governance across the organization. Some of the main tasks of a Data Steward include creating data policies and applying them to datasets and fields, reviewing data, datasets, and data samples to apply and manage metadata usage labeling, monitoring data quality issues and resolving them, etc.
Reference: https://experienceleague.adobe.com/docs/experienceplatform/data-governance/home.html?lang=en#roles

QUESTION 19
A Real-Time CDP Business Practitioner is working on a case where there is a data governance policy violation on activating a segment to email targeting destination using a data field from dataset labeled as C4.

Correct Answer: B, C
Section:
Explanation:
According to the Adobe documentation, C4 is a type of contract label that indicates data that cannot be used for off-site targeting purposes, such as email targeting destination. To resolve the policy violation, the practitioner can either modify the segment attribute or merge policy to exclude the C4 data field from the segment definition, or remove the segment from the destination altogether.
Reference: https://experienceleague.adobe.com/docs/experience-platform/datagovernance/dule/dule-overview.html?lang=en#contract-labels

QUESTION 20
A Real-time CDP Business Practitioner needs to send data to destinations. Per company policies, only datasets with indirectly identifiable data can be shared.
Dataset#1: Label = I1
Dataset #2: Label = I2
Dataset #3: Label = I2
Dataset #4: Label = 11
Which datasets shown can be shared?
A. Dataset #1 and Dataset #3
B. Dataset #1 and Dataset #4
C. Dataset #2 and Dataset #3

Correct Answer: C
Section:
Explanation:
According to the Adobe documentation, I2 is a type of identity label that indicates data that is indirectly identifiable, such as hashed email addresses or phone numbers. These datasets can be shared per company policies, as they do not contain directly identifiable data, such as I1 or 11 labels.
Reference: https://experienceleague.adobe.com/docs/experience-platform/datagovernance/dule/dule-overview.html?lang=en#identity-labels

QUESTION 21
A Data Steward is asked to create a Data Governance framework.

Correct Answer: A, C
Section:
Explanation:
According to the Adobe documentation, policies and labels are two key components of the Data Governance framework within AEP. Policies are rules that define how data can be used based on data usage labels and destination labels. Labels are metadata tags that indicate the type, purpose, and usage of data and destinations. The Data Steward must consider these items during set up within AEP to ensure data quality, compliance, and governance. Reference:
https://experienceleague.adobe.com/docs/experience-platform/datagovernance/home.html?lang=en#data-governance-framework

QUESTION 22
A retailer implements Adobe real-time CDP and is able to combine in-store purchase data with purchase data from their website using a phone number as the primary key.
Which two data segments targeted in paid campaigns will become more accurate and result in CPA uplift? (Choose two.)
A. In-store Purchasers
B. Past Purchase >30 Days
C. Frequent Purchasers
D. Desktop browsers

Correct Answer: A, C
Section:
Explanation:
According to the Adobe documentation, by combining in-store purchase data with online purchase data using a phone number as the primary key, the retailer can create more accurate segments of customers based on their purchase behavior across channels. For example, the retailer can target instore purchasers who have not bought online yet, or frequent purchasers who have bought both online and offline multiple times. These segments can be targeted in paid campaigns to increase conversion rates and reduce cost per acquisition (CPA). Reference:
https://experienceleague.adobe.com/docs/experienceplatform/segmentation/home.html?lang=en#segmentation

QUESTION 23
A retailer implements Adobe Real-Time CDP and is able to combine in-store purchase data with purchase data from their website using a phone number as the primary key. This retailer's primary business goal for this year is to acquire new customers. The primary KPI is return-on-ad-spend (ROAS).
For which use-case could segmentation meet the business goal?
A. Cross-sell/Upsell
B. Suppression
C. Customer Re-engagement

Correct Answer: B
Section:
Explanation:
According to the Adobe documentation, suppression is a use-case that involves creating segments of existing customers who have already purchased a product or service and excluding them from paid campaigns that are aimed at acquiring new customers. This use-case could help the retailer meet their business goal of increasing ROAS by reducing wasted ad spend on existing customers and focusing on potential customers who have not bought yet. Reference:
https://experienceleague.adobe.com/docs/experience-platform/segmentation/usecases/suppression.html?lang=en

QUESTION 24
A financial services company with Adobe real-time CDP is able to combine data sources from their branches and online tools in real time to create one combined segment of recent account openers.
Which two strategic use cases should the financial services company explore when activating this new segment? (Choose two.)
A. Include segment as a seed for lookalike modelling high LTV
B. Personalize their website to serve a message upselling account openers with an exclusive savings account offer
C. Target recent account openers with paid media campaigns advertising check order renewals
D. Reach new segment with an email campaign reminding openers to set up recurring deposits

Correct Answer: A, D
Section:
Explanation:
According to the Adobe documentation, lookalike modelling is a use-case that involves creating segments of high-value customers who share similar characteristics or behaviors and using them as seeds to find new prospects who are likely to have high lifetime value (LTV). This use-case could help the financial services company acquire more profitable customers by targeting them with relevant offers. Similarly, reaching the new segment with an email campaign reminding openers to set up recurring deposits is a use-case that involves creating segments of customers who have recently opened an account and encouraging them to take actions that increase their loyalty and retention.
This use-case could help the financial services company increase customer satisfaction and revenue by offering them incentives and benefits for setting up recurring deposits.
Reference: https://experienceleague.adobe.com/docs/experience-platform/segmentation/use-cases/lookalikemodeling.html?lang=en
https://experienceleague.adobe.com/docs/experienceplatform/segmentation/use-cases/customer-reengagement.html?lang=en

QUESTION 25
An Real-Time CDP Business Practitioner was tasked with building a report that monitored a dataflows Activation rate. Which type of Ingestion would the practitioner need to select within the Monitoring Dashboard to meet this requirement?
A. Identities
B. Destinations
C. Sources
D. Profiles

Correct Answer: B
Section:
Explanation:
According to the Adobe documentation, destinations are endpoints where data can be activated from Adobe Experience Platform, such as email service providers, social media platforms, or analytics tools. The activation rate is a metric that measures how many profiles or segments are successfully activated to a destination within a given time period. To monitor the dataflows activation rate, the practitioner would need to select destinations as the type of ingestion within the Monitoring Dashboard and view the activation metrics for each destination.
Reference: https://experienceleague.adobe.com/docs/experienceplatform/monitoring/ui/dashboard.html?lang=en#destinations

QUESTION 26
A marketer sets up a new Amazon S3 source in real-time CDR A few days later, the marketer wants to check for any errors with ingestion.
In which two places should the marketer look for ingestion errors? (Choose two.)
A. Dataset activity
B. Source's dataflow activity
C. Segments detail
D. Profile details

Correct Answer: A, B
Section:
Explanation:
According to the Adobe documentation1, dataset activity and source's dataflow activity are two places where ingestion errors can be viewed. Dataset activity shows the status of each batch that is ingested into a dataset, including any errors or warnings. Source's dataflow activity shows the status of each source connection run, including any errors or warnings.
Reference: 1 https://experienceleague.adobe.com/docs/experienceplatform/sources/ui/monitor.html?lang=en#viewing-ingestion-errors

QUESTION 27
A Real-time CDP business practitioner is working with a client who is requiring incoming data to appear in real time to build customer profiles.
Which data ingestion type should the Real-time CDP business practitioner recommend?
A. Source connector ingestion
B. Batch ingestion
C. Streaming ingestion

Correct Answer: C
Section:
Explanation:
According to the Adobe documentation2, streaming ingestion is the type of ingestion that allows data to appear in real time in customer profiles. Streaming ingestion enables data to be ingested continuously from sources such as mobile applications, websites, or IoT devices. Streaming ingestion also supports identity stitching and profile merge policies to create unified customer profiles.
Reference: 2 https://experienceleague.adobe.com/docs/experienceplatform/ingestion/home.html?lang=en#streaming-ingestion

QUESTION 28
A Real-Time CDP Business Practitioner is working with a client who requires automatic authentication Which type of ingestion should the practitioner choose?
A. Batch
B. Streaming
C. Real-Time

Correct Answer: A
Section:
Explanation:
According to the Adobe documentation3, batch ingestion is the type of ingestion that supports automatic authentication. Batch ingestion enables data to be ingested periodically from sources such as databases, cloud storage, or CRM systems. Batch ingestion also supports authentication methods such as OAuth 2.0, API key, or username and password.
Reference: 3 https://experienceleague.adobe.com/docs/experienceplatform/ingestion/home.html?lang=en#batch-ingestion

QUESTION 29

A Real-Time Business Practitioner wants to receive alerts when an error occurs while ingesting data from a source connection. Which method should the practitioner use to enable this?

A. Subscribe to source flow run failure alerts

B. Subscribe to failure alerts from monitoring UI

C. Create failure alerts in source workflow

Correct Answer: A
Section:
Explanation:
According to the Adobe documentation, subscribing to source flow run failure alerts is the method to receive alerts when an error occurs while ingesting data from a source connection. Source flow run failure alerts are notifications that are sent to the user's email address when a source connection run fails due to an error. The user can subscribe to these alerts by selecting the option in the source connection settings.
Reference: https://experienceleague.adobe.com/docs/experienceplatform/sources/ui/monitor.html?lang=en#subscribing-to-source-flow-run-failure-alerts

QUESTION 30

An outdoor retailer and Adobe Real-Time CDP customer tries to create a segment that identifies females who browsed camping supplies on its website. The retailer first selected experience events of users who have visited campaign supply product pages in the past 30 days. The initial size of the segment was 450,000 profiles. However, when the retailer AND'd the gender attribute from its loyalty system, the size of the segment dropped to only 7;000 profiles.
What is the most likely explanation for this dramatic drop in segment size?

A. The segment logic should include an OR statement instead of an AND.

B. The recency needs to be expanded to include 90 days of activity.

C. Women are less interested in the brand's camping supplies than men.

D.

Correct Answer: D
Section:
Explanation:
A. The segment logic should include an OR statement instead of an AND.
B. The recency needs to be expanded to include 90 days of activity.
C. Women are less interested in the brand's camping supplies than men.
D. The majority of browsers on the website are not authenticated.
Answer: D
Explanation:
The most likely explanation for the dramatic drop in segment size is that the majority of browsers on the website are not authenticated. This means that they do not have a loyalty account or a unique identifier that can be matched with the gender attribute from the loyalty system. Therefore, they are excluded from the segment that ANDs the gender attribute with the browsing behavior. To increase the segment size, the retailer could use other methods to identify or infer the gender of anonymous browsers, such as cookies, device IDs, or third-party data.

QUESTION 31

Before using Adobe Real-Time CDR a telecommunications company was directly uploading a segment of likely-to-churn customers from SalesForce Marketing Cloud into Facebook for its social campaigns every 7 days. Now, the company can stream this data into RTCDP for segmentation and share with the Facebook connector in near real-time.

Correct Answer: B, C
Section:
Explanation:
Two metrics that can be tracked to calculate the value of RTCDP for this customer are time-to-market and CPA. Time-to-market measures how quickly the customer can reach their target audience with relevant offers and messages using RTCDP's near real-time segmentation and activation capabilities. CPA (cost per acquisition) measures how much it costs the customer to acquire a new customer or retain an existing one using RTCDP's data-driven optimization and personalization features.

QUESTION 32

A financial services start-up implements Adobe Real-Time CDP and ingests third-party data with lead information. The start-up provides credit cards with crypto currency bonus offers.

Correct Answer: B, C

Two attributes that could be used to understand high-value prospects are household income and credit score. Household income indicates the financial capacity and spending power of a prospect, which could affect their interest in credit cards with crypto currency bonus offers. Credit score indicates the creditworthiness and risk level of a prospect, which could affect their eligibility and approval for credit cards with crypto currency bonus offers.

QUESTION 33

A retailer who is an Adobe Real-Time CDP (RTCDP) customer wants to understand the percentage split of different age groups who buy their athletic shoes to help inform which age group to reach in their next shoe marketing campaign.

Which two steps should the retailer take to analyze their shoe segment in this way using RTCDP? (Choose two.)

A. Create multiple segments which OR each age group attribute with athletic shoe purchaser events

B. Divide the size of each age group segment into the total sum of all purchaser events to get percentage splits for analysis

C. Divide the size of each age group segment into the total sum of athletic shoe purchaser events to get percentage splits for analysis

D. Create multiple segments which AND each age group attribute with athletic shoe purchaser events

Correct Answer: C, D
Two steps that the retailer should take to analyze their shoe segment in this way using RTCDP are to divide the size of each age group segment into the total sum of athletic shoe purchaser events to get percentage splits for analysis and to create multiple segments which AND each age group attribute with athletic shoe purchaser events. The first step allows the retailer to calculate the proportion of each age group among the shoe buyers, while the second step allows the retailer to create segments that include only the shoe buyers who belong to a specific age group.

QUESTION 34

A publication who is an Adobe Real-Time CDP customer wants to reach users who filled out different forms to subscribe to newsletters on their site. When they create one segment of form 1 the size is 5,000 profiles. When they create a second segment of people who filled out form 2 the size is 10,000 profiles. However, when they create a segment that includes form 1 OR form 2, the number of subscribers is 12,000.

What explains why the segment size which includes both forms is 12,000?

A. 3,000 people filled out form 1 or form 2

B. 12,000 people out both form 1 and form 2

C. 3,000 people filled out both form 1 and form 2

Correct Answer: C
The explanation for why the segment size which includes both forms is 12,000 is that 3,000 people filled out both form 1 and form 2. This can be derived from the following formula:

Segment size of form 1 OR form 2 = Segment size of form 1 + Segment size of form 2 - Segment size of form 1 AND form 2 Plugging in the given numbers, we get:

12,000 = 5,000 + 10,000 - Segment size of form 1 AND form 2

Solving for Segment size of form 1 AND form 2, we get:

Segment size of form 1 AND form 2 = 3,000