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Adobe Experience Platform Technical Foundations

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QUESTION 1

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-Sc98-4Sl3-8a1d-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": "5afe34ae-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": "5afe34ae-8c98-4513-8a1d-67ccaa54bc87",
  }
]'
```

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: D

QUESTION 2

A data engineer needs to bong m data via cloud storage sources into the Platform Which two data formats can the data engineer ingest? (Choose two.)

A. TSV

B. AVRO

C. XMKL

D. JSON

E. CSV

Correct Answer: BD

QUESTION 3

Which is a type of governance label?

A. Geographic Label

B. Currency Label

C. Contract Label

D. Event Label

Correct Answer: A

QUESTION 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 6 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.

Correct Answer: BD

QUESTION 5

What it the appropriate identity namespacs for an email mat n coming in hashed\\'

A. Email SHA256

B. Email

C. ECID

D. Email MDS

Correct Answer: A

QUESTION 6

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 lookupforjohn@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

QUESTION 7

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

QUESTION 8

A data architect responsible for maintaining existing schemas is notified that a previously defined mandatory field is no
longer available due to some changes in the inbound data. The data architect confirms the existing schema has been
saved and is currently being leveraged in data ingestion.

Which option does the data architect have?

A. Remove the previously defined field

B. Make the current mandatory field optional

C. Rename the existing field

D. Assign the field a new data type

Correct Answer: B

QUESTION 9

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

Correct Answer: ADE

QUESTION 10

A data engineer is ingesting website data via CSV that represents a future hotel reservation.

The CSV is mapped to an ExperienceEvent schema and contains the following fields:

Full name,   CRM ID,   Email,   Stay date,   _id
John Smith,   112233,   john@example.com,   2025-05-06,   1234-1234-1234

Each field is mapped to the corresponding target field below:

"fullName": "string", \\'crmId": "string", "email": "string", "swyDate": "dateTime", "_id": "string"

Upon mapping the data, the mapping step fails with an error.

What is the possible cause of this error?

A. _id field is passed in manually instead of autogenerated.

B. CRM ID is an integer when the target field is a string.

C. The source datelime format is incompatible with XDM.

D. The default timestamp field is required upon ingestion.

Correct Answer: C

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