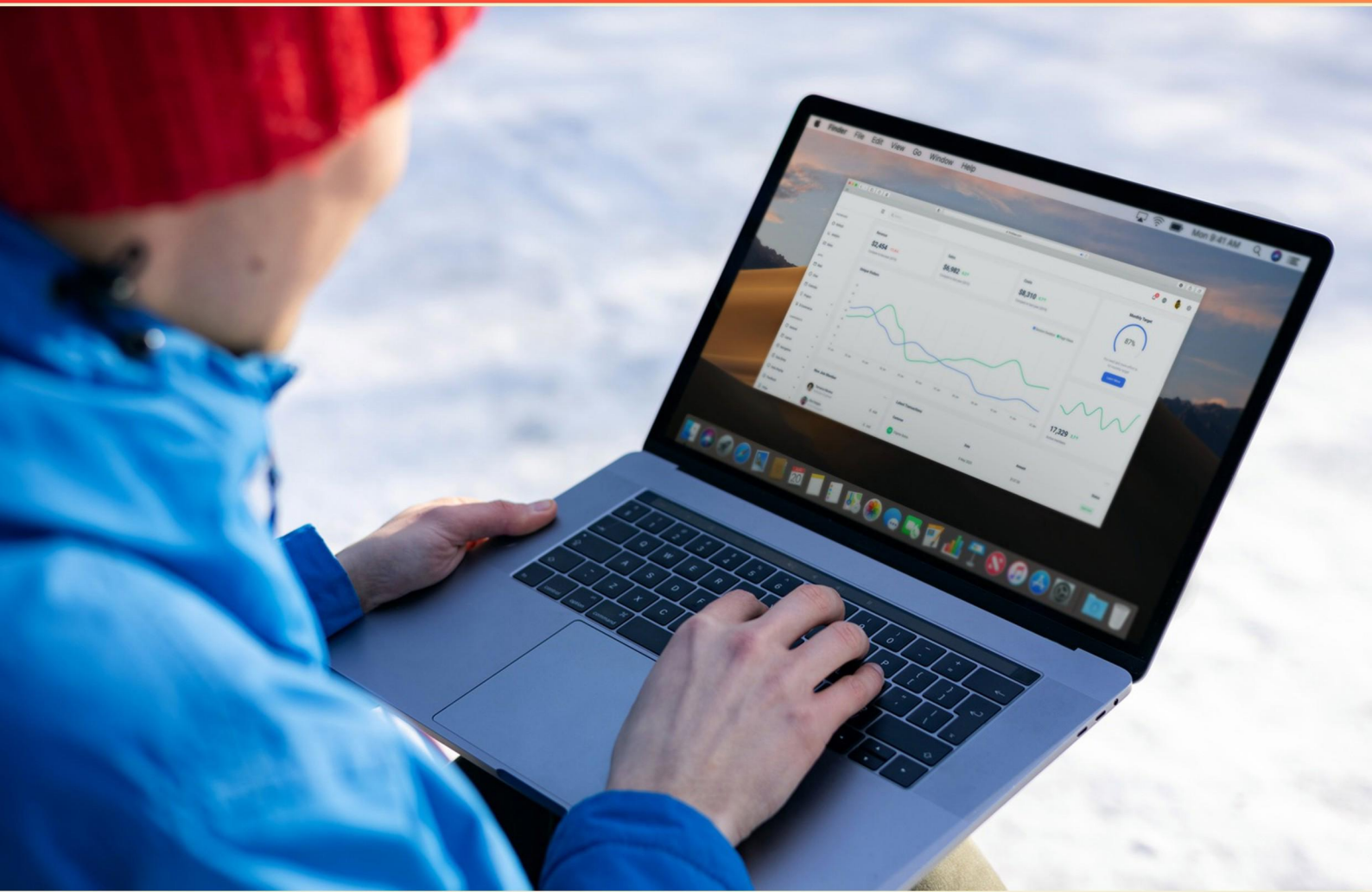


# ADOBE EXPERIENCE PLATFORM PRACTICE TEST (SAMPLE)

## STUDY GUIDE



## SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

VISIT US ONLINE FOR  
THE FULL VERSION STUDY GUIDE

<https://adobeexperienceplatform.examzify.com>



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# Table of Contents

|                             |    |
|-----------------------------|----|
| Copyright .....             | 1  |
| Table of Contents .....     | 2  |
| Introduction .....          | 3  |
| How to Use This Guide ..... | 4  |
| Questions .....             | 5  |
| Answers .....               | 8  |
| Explanations .....          | 10 |
| Next Steps .....            | 16 |

SAMPLE

# Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

# How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

## 1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

## 2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

## 3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

## 4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

## 5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

## 6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

## Questions

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- 1. Which logic should be applied when creating an audience that includes customers interested in painting or drawing?**
  - A. OR logic for email and country, AND logic for painting and drawing
  - B. AND logic for email and country, OR logic for painting and drawing
  - C. AND logic for all attributes
  - D. OR logic for all attributes
- 2. Which API endpoint is used to signal that the batch ingestion is complete?**
  - A. /data/foundation/import/batches/:BATCHID
  - B. /data/foundation/import/batches/:BATCHID/datasets/:DATASETID
  - C. /data/foundation/import/batches
  - D. /data/foundation/import/batches/:BATCHID?action=COMPLETE
- 3. If a customer profile exists but the identity graph displays "No identity graphs found", what could be a reason?**
  - A. the customer has only one identity
  - B. the profile is set to private
  - C. the profile was recently created
  - D. there is a system error
- 4. What are the two merge policy methods supported by Experience Platform?**
  - A. Timestamp Ordered and Dataset Precedence
  - B. Data Integrity and Record Priority
  - C. Source Validation and Version Control
  - D. Schema Validation and Merge Consolidation
- 5. In the context of a marketing campaign, what does the term "opt-in" refer to?**
  - A. A customer's allowing communication from the company
  - B. A customer's physical presence in a store
  - C. A customer's login activity on the website
  - D. A customer's purchase history

- 6. Which of the following changes is considered a breaking change to an existing schema?**
- A. Introducing new optional fields
  - B. Removing previously defined fields
  - C. Adding comments to the schema
  - D. Changing the order of fields
- 7. Which calculated field mapping function should be used to convert an email to a SHA256 hash value?**
- A. sha256(email)
  - B. hash(email, SHA256)
  - C. email.toSHA256()
  - D. SHA256(email)
- 8. What happens when you toggle the active-on-edge merge policy on during the creation of a new policy?**
- A. The policy will evaluate segments on the edge
  - B. The policy will be inactive
  - C. Segment evaluation is disabled
  - D. The policy will auto-update
- 9. Which component is critical for ensuring compliance when handling customer data in AEP?**
- A. Data privacy settings
  - B. Data ingestion frequency
  - C. User access control lists
  - D. Data redundancy measures
- 10. What is a key benefit of using schemas in Adobe Experience Platform?**
- A. They help in monetizing data
  - B. They ensure data privacy
  - C. They provide structure and format for incoming data
  - D. They are used solely for data storage



## **Answers**

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1. B
2. A
3. A
4. A
5. A
6. B
7. A
8. A
9. A
10. C

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## **Explanations**

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**1. Which logic should be applied when creating an audience that includes customers interested in painting or drawing?**

- A. OR logic for email and country, AND logic for painting and drawing
- B. AND logic for email and country, OR logic for painting and drawing**
- C. AND logic for all attributes
- D. OR logic for all attributes

*When creating an audience that includes customers interested in painting or drawing, the use of OR logic for the attributes related to those interests is essential. This is because OR logic allows you to encompass a broader group of individuals who may have varying interests. In this case, customers who are interested in either painting or drawing should be included in the audience, meaning that if a person falls under either category, they meet the criteria. Applying AND logic for email and country is appropriate in situations where you want to ensure that every member of the audience shares specific criteria for those attributes. For example, you would want to target customers who not only have an email address but also reside in a certain country. This acts as a filter to concentrate the audience on a specific demographic while still considering a diversity of interests in painting or drawing. This combination of AND logic for the more specific attributes (email and country) and OR logic for the broader interests (painting or drawing) effectively creates an audience that is both targeted and inclusive of varying customer interests.*

**2. Which API endpoint is used to signal that the batch ingestion is complete?**

- A. /data/foundation/import/batches/:BATCHID**
- B. /data/foundation/import/batches/:BATCHID/datasets/:DATASETID
- C. /data/foundation/import/batches
- D. /data/foundation/import/batches/:BATCHID?action=COMPLETE

*The correct answer is the endpoint that specifically indicates the completion of a batch ingestion process. When using this API endpoint, you signal that all data for the specified batch has been successfully ingested and is ready for further processing. This type of API functionality is critical in data management workflows, allowing the system to confirm the status of batch ingestion. This confirmation is necessary to ensure that downstream processes can begin, relying on the assurance that the batch has been completely processed and is available for operations such as analysis or modeling. The other choices do not correctly encapsulate the action of signaling completion. For instance, the option that includes datasets suggests a query related to a specific dataset within a batch but does not necessarily indicate a state change or completion. The endpoint without parameters simply lists batches without indicating a status or action, and the one suggesting an action requires a slightly different format that includes an explicit action query rather than being a straightforward signal of completion.*

**3. If a customer profile exists but the identity graph displays "No identity graphs found", what could be a reason?**

- A. the customer has only one identity**
- B. the profile is set to private
- C. the profile was recently created
- D. there is a system error

*The situation where a customer profile exists yet the identity graph displays "No identity graphs found" can often be attributed to the scenario where the customer has only one identity. In Adobe Experience Platform, the identity graph is designed to map multiple identities across various data sources. If a customer has only one identity associated with their profile, there may not be any complexity or additional connections needed to populate the identity graph, resulting in it appearing empty. The reasoning rests on the function of the identity graph, which is intended to illustrate a network of identities and their relationships. When a single identity is present, it might not generate a graph as there are no additional identities to connect and illustrate, leading to the observation of "No identity graphs found." Other options like the profile being set to private or the profile being newly created may influence visibility or data availability, but they don't specifically explain the absence of an identity graph in this context. Additionally, system errors can occur but are less likely to be the common cause for an identity graph being absent when there is a valid single identity. Therefore, the presence of only one identity provides a clear rationale for the situation described.*

**4. What are the two merge policy methods supported by Experience Platform?**

- A. Timestamp Ordered and Dataset Precedence**
- B. Data Integrity and Record Priority
- C. Source Validation and Version Control
- D. Schema Validation and Merge Consolidation

*The two merge policy methods supported by Adobe Experience Platform are indeed Timestamp Ordered and Dataset Precedence. Timestamp Ordered ensures that the most recently updated information is prioritized when merging data records. This method is particularly effective in cases where multiple updates or contributions to a dataset may have occurred. It allows for a clear and logical sequence of events, enabling the most relevant and current data to be taken into account. Dataset Precedence, on the other hand, establishes a hierarchy among the datasets from which data is being merged. This means that when there are conflicts between records from different datasets, the dataset that has been determined to hold greater precedence will decide which record prevails in the final merged outcome. This method allows organizations to maintain control over their data sources and ensure that authoritative data is prioritized. These merge policies are crucial in maintaining data accuracy and consistency within the Adobe Experience Platform, allowing businesses to derive actionable insights from their datasets effectively. The other options listed do not represent recognized merge policies within the platform, as they refer to different data management and validation concerns.*

5. In the context of a marketing campaign, what does the term "opt-in" refer to?

- A. A customer's allowing communication from the company
- B. A customer's physical presence in a store
- C. A customer's login activity on the website
- D. A customer's purchase history

*The term "opt-in" in the context of a marketing campaign specifically refers to the scenario where a customer has given explicit permission or consent for the company to communicate with them. This action is crucial for permission-based marketing strategies, where businesses aim to reach customers who are genuinely interested in receiving information, such as promotions, news, or updates. By opting in, customers indicate their willingness to receive communications, which not only helps improve engagement rates but also ensures compliance with privacy regulations that require consent for marketing communications. Thus, option A accurately captures the essence of what "opt-in" means in marketing campaigns. Other choices do not relate to this concept, as they pertain to different aspects of customer interaction and behavior rather than permission to communicate.*

6. Which of the following changes is considered a breaking change to an existing schema?

- A. Introducing new optional fields
- B. Removing previously defined fields
- C. Adding comments to the schema
- D. Changing the order of fields

*A breaking change to an existing schema refers to alterations that disrupt the existing structure, potentially causing downstream dependencies to fail. When fields are removed from a schema, it means that any integration or application relying on those fields will no longer function as expected. This can lead to compatibility issues where existing data may not align with the new schema, and systems expecting those fields will struggle to process information correctly. In contrast, introducing new optional fields does not disrupt existing functionality, as it allows for backward compatibility. Adding comments to the schema is purely informational and does not affect how data is processed or managed. Changing the order of fields may have implications in some contexts, but it typically doesn't break existing references or functionality since data retrieval usually accommodates such changes. Thus, the removal of previously defined fields is the only option that directly leads to a breaking change in the schema.*

**7. Which calculated field mapping function should be used to convert an email to a SHA256 hash value?**

- A. sha256(email)**
- B. hash(email, SHA256)
- C. email.toSHA256()
- D. SHA256(email)

*The function that accurately converts an email to a SHA256 hash value is represented as sha256(email). This function follows a straightforward syntax indicative of many programming and data transformation languages, where the function name is explicitly named for clarity and simplicity. In this case, 'sha256' is the function being called, with 'email' as its input parameter. Using this method effectively transforms the original email string into a secure SHA256 hash, which is essential for protecting user information while allowing for operations such as comparison or verification without exposing original data. Other options may suggest similar functionality but either follow a different syntax or contain elements that are not standard within typical data transformation frameworks for hash conversion. Understanding the standard naming conventions and format for hash functions is crucial for accurately implementing data security practices.*

**8. What happens when you toggle the active-on-edge merge policy on during the creation of a new policy?**

- A. The policy will evaluate segments on the edge**
- B. The policy will be inactive
- C. Segment evaluation is disabled
- D. The policy will auto-update

*When the active-on-edge merge policy is toggled on during the creation of a new policy, this means that the policy will evaluate segments at the edge. This functionality allows for real-time decisions and processing of data closer to the user, typically enhancing performance and responsiveness in experiences delivered to customers. By evaluating segments at the edge, data is processed in a manner that reduces latency and can lead to more personalized and timely interactions. This approach contrasts with the other choices, as it specifically highlights the capability of the policy to perform evaluations in a decentralized manner, thus capitalizing on the advantages of edge computing in the context of Adobe Experience Platform.*

**9. Which component is critical for ensuring compliance when handling customer data in AEP?**

- A. Data privacy settings**
- B. Data ingestion frequency
- C. User access control lists
- D. Data redundancy measures

*The component that is critical for ensuring compliance when handling customer data in Adobe Experience Platform (AEP) is the data privacy settings. These settings are essential as they govern how customer data is collected, stored, processed, and shared, ensuring adherence to legal and regulatory frameworks such as GDPR, CCPA, and others. By implementing robust data privacy settings, organizations can manage consent requirements, establish data retention policies, and enforce data rights requests effectively. This is crucial for maintaining customer trust and avoiding legal repercussions associated with data misuse. While user access control lists play a role in managing who can access this sensitive data, they do not directly ensure compliance regarding the data's handling and processing practices. Data ingestion frequency and data redundancy measures are important for operational efficiency and system reliability, but they do not address the compliance aspects tied specifically to the privacy and protection of customer data. Therefore, prioritizing data privacy settings is fundamental for compliance in AEP.*

**10. What is a key benefit of using schemas in Adobe Experience Platform?**

- A. They help in monetizing data
- B. They ensure data privacy
- C. They provide structure and format for incoming data**
- D. They are used solely for data storage

*Using schemas in Adobe Experience Platform is fundamental because they provide structure and format for incoming data. Schemas define the shape of the data—specifying the types of data fields, their relationships, and constraints. This ensures that data ingested into the platform is organized and adheres to a consistent format, which is critical for accurate analysis, reporting, and subsequent processing. Having a clear and structured schema allows organizations to manage and utilize their data effectively, promoting better data quality and integrity. Data that aligns with predefined schemas is easier to transform, analyze, and visualize, thereby facilitating better insights and decision-making within the platform. This structured approach also helps in integrating various data sources seamlessly, making it a pivotal element of successful data management in Adobe Experience Platform.*



## Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at [hello@examzify.com](mailto:hello@examzify.com).

Or visit your dedicated course page for more study tools and resources:

<https://adobeexperienceplatform.examzify.com>

We wish you the very best on your exam journey. You've got this!

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