

Adobe Real-Time CDP Business Practitioner Training (Expert)

OEM: Adobe • Duration: 5 Days (40 hrs) • Code: AD0-E605

COURSE MODULES & TOPICS

Data Architecture (19%)

- Translate relational database models to Adobe RT-CDP's NoSQL structure
- Apply best practices for Real-Time Customer Profile modeling
- Design the identity strategy and relationships for modeling
- Apply XDM (Experience Data Model) best practices
- Design the unified profile schema creation

Real-Time Customer Profile (15%)

- Understand profile assembly mechanisms
- Describe how the Identity Graph works
- Understand Profile Composition concepts
- Differentiate between edge and hub profile architectures
- Profile stitching techniques
- Attribute management

Data Ingestion (13%)

- Evaluate CDP data ingestion capabilities
- Assess Edge ingestion functionality
- Describe the advanced techniques around data ingestion architecture
- Batch and streaming ingestion methods
- Connector configurations
- Data quality assurance during ingestion

Segmentation (18%)

- Describe different ways to build audiences and segments within the CDP
- Understand segmentation types and operational methods
- Apply use cases to segment and audience activation
- Creating and refining audience segments
- Segment evaluation processes
- Using attributes and events for dynamic audience building

Activation (12%)

- Explain activation patterns within CDP
- Understand activation guardrails
- Describe on-site personalization
- Leveraging segments across downstream destinations and channels
- Destination configuration
- Data export formats

Governance (9%)

- Apply governance best practices in RT-CDP implementation
- Manage data across services
- Data usage labels and policies
- Consent management
- Compliance and ethical data handling

Administration (15%)

- Monitor system capabilities
- Manage alerts
- Describe the different license usage options
- Enable attribute-based access control (ABAC)
- Sandbox management
- Platform health monitoring and troubleshooting