

100% Money Back
Guarantee

Vendor:Adobe

Exam Code:AD0-E559

Exam Name:Adobe Marketo Engage Business
Practitioner Expert

Version:Demo

QUESTION 1

An Adobe Marketo Engage instance has the following folders set up under Marketing Activities:



In the My Tokens tab of the 02 Marketing Programs folder, several tokens have been set up:

Type	Token Name	Value
Local (3 Tokens)		
Local	{{my.From Email Address}}	Email sender address
Local	{{my.From Name}}	Email sender name
Local	{{my.Salutation}}	Dear customer,

Why have these tokens been set up in this folder?

- A. As an easy example to copy to all programs Inside the folder.
- B. So they will be available in all programs inside the folder.
- C. No reason. Tokens only have a function inside a program.

Correct Answer: B

The tokens have been set up in this folder so they will be available in all programs inside the folder. Tokens are inherited from the parent folder to the child folder or program, so any tokens set up at the folder level can be used by any program within that folder. This allows for consistency and efficiency when creating programs and assets that use the same token values

QUESTION 2

Keeghan has created, tested, and validated a new webhook for his team to use. A user then created a smart campaign in Marketing Activities to call this webhook for all members of a global List in the Database. The smart campaigns Status tab now shows "Completed (100 leads qualified)". But when the user looks at the Results tab, he sees the Call Webhook action failed for all members of the global list.

Why did the webhook fail?

- A. Webhooks cannot be used successfully in conjunction with the Member of List smart list filter.
- B. Webhooks can only be used successfully in trigger campaigns.
- C. Webhooks can only be used successfully once they are approved

Correct Answer: C

A reason why the webhook failed is that webhooks can only be used successfully once they are approved. Webhooks are like assets that need to be approved before they can be used in smart campaigns. If a webhook is not approved, it will fail when called by a smart campaign. Webhooks can be used successfully in conjunction with the Member of List filter, in batch campaigns, and without approval.

QUESTION 3

John recently joined ACME Corporation as Adobe Marketo Engage Admin. The Adobe Marketo Engage instance of ACME Corporation is 10 years old with 950 active landing pages, 3000 active smart campaigns, 453 active forms, and 5000 email programs. John would like to archive redundant assets on Adobe Marketo Engage to better organize the instance.

Which two statements are true for archived assets? (Choose two.)

- A. A filter to select archived assets for use in reports cannot be used.
- B. Archived templates are not available when creating an email or landing page in Design Studio
- C. Archived assets are auto-deactivated.
- D. Archived pages cannot be used in landing page test groups.

Correct Answer: AD

Two statements that are true for archived assets are that a filter to select archived assets for use in reports cannot be used and that archived pages cannot be used in landing page test groups. This is because archiving an asset or a folder means that it will no longer be visible or available for use in most cases. Archived assets will not appear in search results, auto-suggest, templates, test groups, etc. Archived assets are not deactivated and archived templates are not available when creating an email or landing page in Design Studio

QUESTION 4

An Adobe Marketo Engage user sees a new person created followed immediately by an unsubscribe activity.



What is a reason for this data value change?

- A. This email was already part of the Adobe Marketo Engage database in the past as an unsubscribe.
- B. A trigger campaign is running unsubscribing new people automatically until they give their consent.
- C. A system flow action is triggered when an Adobe Marketo Engage user directly edits a record in the database.

Correct Answer: A

A reason for this data value change is that this email was already part of the Adobe Marketo Engage database in the past as an unsubscribe. This is because Adobe Marketo Engage maintains a global unsubscribe list that applies to all workspaces and partitions. If an email address is unsubscribed in one workspace or partition, it will be unsubscribed in all others as well. Therefore, when a new person is created with an email address that was previously unsubscribed, Adobe Marketo Engage will automatically mark them as unsubscribed as well. A trigger campaign or a system flow action would not cause this data value change

QUESTION 5

Ajay has joined as the Adobe Marketo Engage Administrator for ACMEWorld theme park. He would like a comprehensive list of actions that users have taken within the Adobe Marketo Engage instance in the last six months. Also, he wants to know who updated the Webinar registration landing page in the last month.

Where would Ajay find these details?

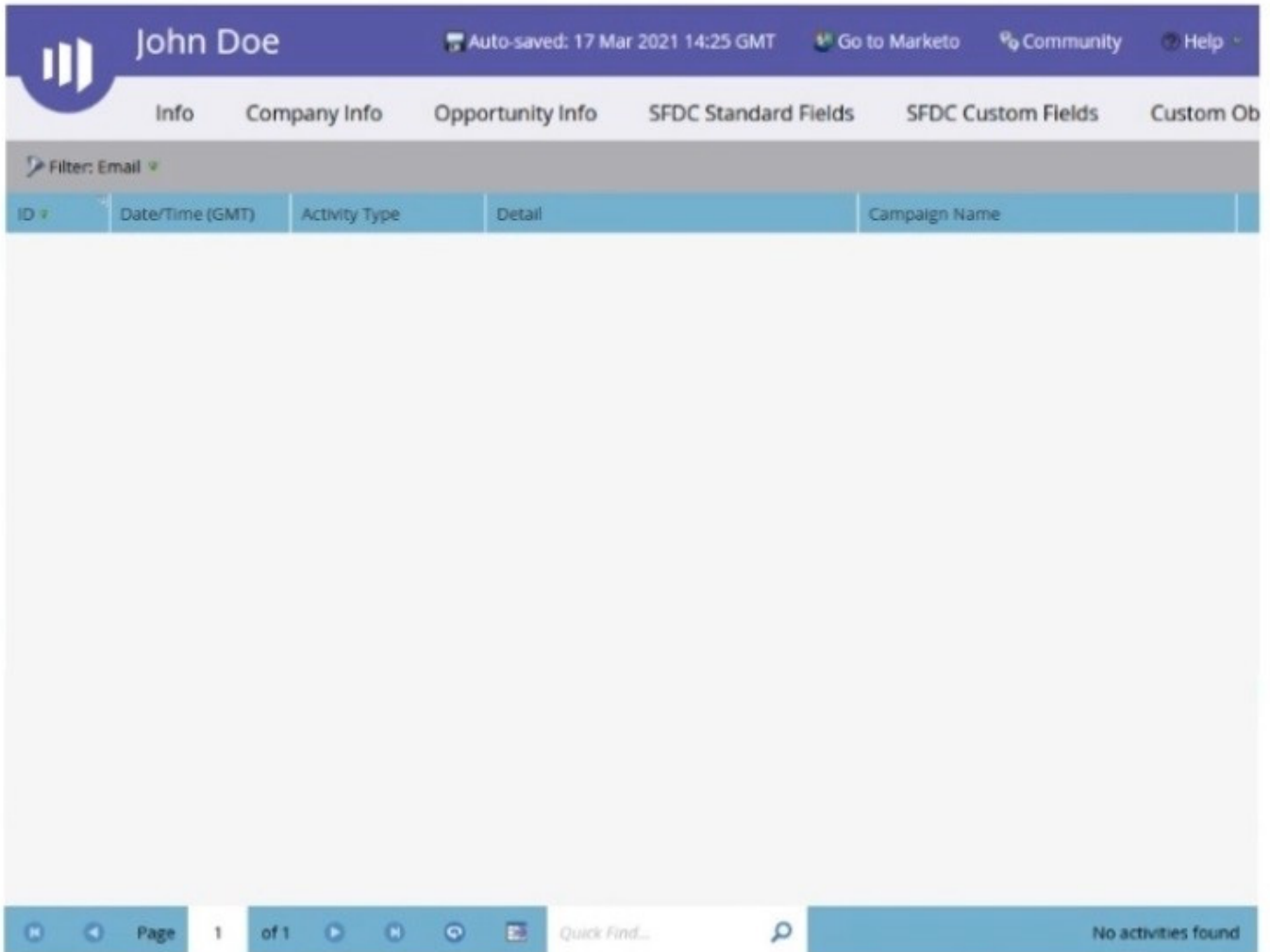
- A. Check User Login History
- B. Use Audit Trail
- C. View Lead Activity

Correct Answer: B

To find a comprehensive list of actions that users have taken within the Adobe Marketo Engage instance in the last six months, Ajay can use Audit Trail. Audit Trail is a feature that tracks all user activities within an Adobe Marketo Engage instance, such as creating, updating, or deleting programs, assets, fields, users, roles, etc. Audit Trail also shows who updated the Webinar registration landing page in the last month by filtering by user name, date range, and activity type.

QUESTION 6

A marketer decided to check the activity log of a person but does not find any activities as displayed below:



What is the reason the Activity Log tab is empty?

- A. The person activity is filtered.
- B. The activity log was exported by an API and is now empty
- C. The lead is anonymous.

Correct Answer: A

The reason the Activity Log tab is empty is that the person activity is filtered. This can happen when a filter is applied to the activity log, such as by date range, activity type, primary attribute, etc. To see all activities for a person, the filter should be cleared or adjusted. The activity log would not be exported by an API or emptied by an anonymous lead.

QUESTION 7

An Adobe Marketo Engage event program is connected with a Webinar provider. What program status is mandatory to

populate the {{member.webinar url}} token?

- A. Registered
- B. Any statuses, as long as the person is a member of the program
- C. Invited

Correct Answer: A

The program status that is mandatory to populate the {{member.webinar url}} token is Registered. This is because the token is populated by the webinar provider when a person registers for the webinar through Marketo Engage. If a person is not registered for the webinar, the token will not have a value. The program status Invited or any other status does not affect the token value.

QUESTION 8

An Adobe Marketo Engage user created a form in Design Studio rather than within a program in Marketing Activities. According to best practices, what is a reason for creating a form in Design Studio?

- A. There are more design options for the form's layout
- B. The form can be shared across workspaces
- C. The form can be used across multiple programs

Correct Answer: C

A reason for creating a form in Design Studio rather than within a program in Marketing Activities is that the form can be used across multiple programs. This allows for reusability and consistency of forms. Creating a form in Design Studio does not offer more design options or enable sharing across workspaces

QUESTION 9

An Adobe Marketo Engage user is setting up an event program, so she is creating a landing page with a registration form. She wants existing customers and new leads to land on a different thank you page after submitting the form, so she adds the field `Is Customer` as a hidden field to the form.

Why is this field required on the form?

- A. So she can alert the Sales Owner of the registrant about their interest.
- B. So she can use it as a choice with the Thank You Page in Form Settings
- C. So she can use it in a Smart Campaign to follow-up the registration.

Correct Answer: B

The field `Is Customer` is required on the form so she can use it as a choice with the Thank You Page in Form Settings. This will allow her to redirect existing customers and new leads to different thank you pages based on the value of the field. The field is not needed to alert the Sales Owner or to use it in a Smart Campaign, as those actions can be done based on other criteria.

QUESTION 10

An Adobe Marketo Engage administrator is building a revenue model:



When validating the model, they received an error message.

What does the administrator need to do to correct the model validation error?

- A. Add triggers to all stage transitions.
- B. Add at least one SLA stage to the model.
- C. Add all stages to the success path.

Correct Answer: C

The administrator needs to add all stages to the success path to correct the model validation error. This is because a revenue model must have at least one stage on the success path, and the success path must be continuous and sequential. The administrator cannot leave any gaps or jumps between stages on the success path. Adding triggers or SLA stages is not required to validate the model.

QUESTION 11

Which two Sales CRM platforms are natively synchronized with Adobe Marketo Engage? (Choose two.)

- A. Salesforce
- B. Zoho
- C. Microsoft Dynamics
- D. Freshworks CRM (Formerly Freshsales)

Correct Answer: AC

Adobe Marketo Engage natively synchronizes with Salesforce and Microsoft Dynamics CRM platforms. These are the only two CRM platforms that have a native integration with Adobe Marketo Engage and do not require any third-party connectors or custom solutions

QUESTION 12

A marketer has been tasked with creating a report to show how many form fills have been created from all content programs, broken down by each content program during this Financial Year to audit content engagement. What type of report can be built and analyzed to show the most engaging content?

- A. Smart List with the Filter 'Filled Out Form' on or after the FY start Date, using your Content Program Form Names
- B. A People Performance Report
- C. A Program Performance Report with all content programs selected

Correct Answer: A

A Program Performance Report with all content programs selected can be built and analyzed to show the most engaging content. This report type shows metrics such as new names, success, cost per success, etc. for each program in a selected channel or folder. The marketer can filter the report by the content channel and the date range of the financial year to see how many form fills have been created from each content program. A Smart List or a People Performance Report will not show program-level metrics or allow filtering by channel or folder.