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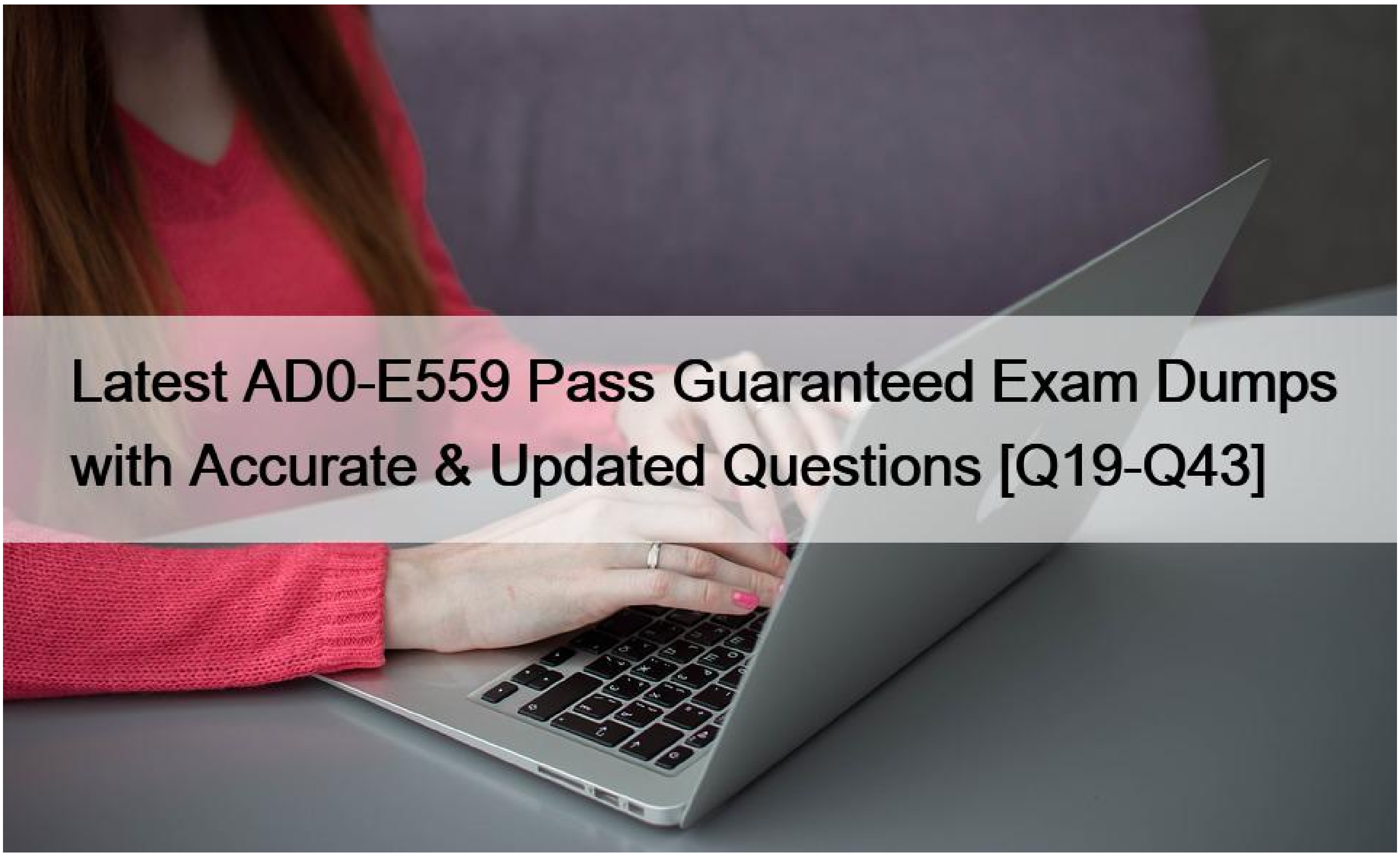

Latest AD0-E559 Pass Guaranteed Exam Dumps with Accurate & Updated Questions
AD0-E559 Exam Brain Dumps - Study Notes and Theory

Adobe AD0-E559 Exam Syllabus Topics:

TopicDetailsTopic 1- Identify what happened to an asset using the Audit Trail- Demonstrate the relevance of lead scoring in marketing and sales collaborationTopic 2- Given a scenario, locate where information is referenced- Summarize the utility of Webhooks in Marketo and how they are usedTopic 3- Demonstrate how to set up a data management program- Given a scenario, identify the best fit for using workspace and partitionsTopic 4- Identify where a program or asset has been referenced with ?Used By'- Identify a few key pieces of Marketo's data retention policy as it relates to smart listsTopic 5- Interpret the relationship between programs, channels, tags and period cost- Explain the benefits of Global Assets and how to use themTopic 6- Identify and apply the appropriate use of the PMCF- Given a scenario, be able to investigate and assign the appropriate acquisition programTopic 7- Demonstrate an understanding of Smart Campaigns, logic, constraints and flow steps- Outline the key decision points in defining the lifecycle modelTopic 8- Demonstrate- apply the correct configuration to Engagement Programs- Identify CRM platforms with native Marketo synchronizationTopic 9- Explain the process to perform a quality check on any Marketo program- Illustrate the benefits of the folder structure and naming conventions

NEW QUESTION 19

What are two benefits to using global forms versus local forms? (Choose two.)
* Global forms allow for consistent scoring and reporting and data standardization.
* In smart campaigns, global forms can be tracked without referencing any additional constraints such as webpage or referrer
* Global forms offer a scalable solution especially when there are universal changes that need to be made, saving time and resources.
* Global forms natively offer custom stylization on different landing pages.

Explanation

Two benefits to using global forms versus local forms are that global forms allow for consistent scoring and reporting and data standardization, and that global forms offer a scalable solution especially when there are universal changes that need to be made, saving time and resources. Global forms are forms that are created in Design Studio and can be used across multiple programs and landing pages. They help maintain data quality and consistency, as well as reduce duplication and errors. Global forms do not natively offer custom stylization or tracking without additional constraints.

NEW QUESTION 20

Which two Sales CRM platforms are natively synchronized with Adobe Marketo Engage? (Choose two.)
* Salesforce
* Zoho
* Microsoft Dynamics
* Freshworks CRM (Formerly Freshsales)

Explanation

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

NEW QUESTION 21

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

Explanation

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

NEW QUESTION 22

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?
* Smart List with the Filter ‘Filled Out Form’ on or after the FY start Date, using your Content Program Form Names
* A People Performance Report
* A Program Performance Report with all content programs selected
Explanation

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.

NEW QUESTION 23

Sarah has logged in to her Adobe Marketo Engage Instance and realized that she can only view and access the Default Workspace. Sarah sent a request to the Adobe Marketo Engage Admin, Greg, to update her permissions so that she can also view and access the APJ Workspace.

What does Greg need to do in order to make this happen?
* Assign the team member’s User to the APJ Partition.
* Adjust the team members User to allow access to the APJ Workspace
* Adjust the team members Role to allow access to the APJ Workspace.
Explanation

To grant access to a different Workspace, Greg needs to adjust the team member’s User to allow access to the APJ Workspace. This can be done by editing the User and selecting the APJ Workspace from the Workspaces drop-down menu. Assigning the User to a different Partition will not change the Workspace access, and adjusting the Role will affect all Users with that Role

NEW QUESTION 24

A business practitioner is building a Center of Excellence’ workspace in their Adobe Marketo Engage Instance to house their best practice landing page and email templates. They would like to build and store these assets in this workspace in the Design Studio and share them across all workspaces in the Adobe Marketo Engage instance.

What does the business practitioner need to do in order to share these assets across all workspaces?
* Put them inside a folder and share that folder with the other desired workspaces.

* Clone them to the Design Studio of the other desired workspaces.
* Approve them and they will automatically be shared with all other workspaces.
Explanation

To share landing page and email templates across all workspaces in the Adobe Marketo Engage instance, the business practitioner needs to put them inside a folder and share that folder with the other desired workspaces.

This can be done by right-clicking on the folder in Design Studio and selecting Share Folder. Then, the business practitioner can select which workspaces to share the folder with and what permissions to grant them

NEW QUESTION 25

David has inherited a new Adobe Marketo Engage instance. He is doing some investigation and reporting to understand where all the new leads are coming from. He only wants a high-level view of the lead sources — not a detailed view. He does not want to make any assumptions about the integrity of pre-existing smart campaign logic, etc. He would prefer to use system-managed fields since these are set in a robotic fashion and have no reliance on users.

What two fields would David use for this purpose? (Choose two.)
* Registration Source Type
* Person Source
* Acquisition Program
* Original Source Type
Explanation

Two fields that David would use for this purpose are Person Source and Original Source Type. These are system-managed fields that capture information about how a person was created in the database. Person Source indicates which channel or method was used to create the person, such as Web Service API, List Import, Sales Insight, etc. Original Source Type indicates which type of source was used to create the person, such as Web Page Visit, Web Form Fillout, Sales Generated, etc. These fields can give David a high-level view of the lead sources without relying on user input or smart campaign logic. Registration Source Type and Acquisition Program are not system-managed fields and may not be populated or accurate for all leads.

NEW QUESTION 26

A smart list consists of a ‘Was Sent Email’ filter with Email is any’ and ‘Date of Activity in past 1 year’ constraints.

Why would a person not appear on this smart list?
* The person was last sent an email 6 months ago.
* The person unsubscribed from the email they received last month.
* The email sent to the person last week bounced.
Explanation

A person would not appear on this smart list if the email sent to them last week bounced. This is because a bounced email is not considered as a sent email in Adobe Marketo Engage. Therefore, the person would not meet the criteria of the Was Sent Email filter and would be excluded from the smart list. The person would appear on the smart list if they were last sent an email 6 months ago or if they unsubscribed from the email they received last month, as long as they met the date of activity constraint

NEW QUESTION 27

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

Explanation

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

NEW QUESTION 28

A marketer is building a new program. One of the emails he created is no longer needed so he tries to unapprove the email and delete it.

When unapproving the email the following error message appears.

How can he find out where the email is still being used?
* In the Audit Trail of the Admin screen
* In the Used By tab of the email
* In the Used By page of the program

Explanation

To find out where the email is still being used, he can use the Used By tab of the email. This tab shows all the places where the email is referenced, such as smart campaigns, programs, snippets, etc. He can then remove or replace the email from those places before unapprovingand deleting it. The Audit Trail and the Used By page of the program will not show where the email is being used

NEW QUESTION 29

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?
* Add triggers to all stage transitions.
* Add at least one SLA stage to the model.
* Add all stages to the success path.
Explanation

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.

NEW QUESTION 30

A marketer built an event program and added a forecasted period cost of $25,000 for the month/year the event will take place. The event was yesterday and today the marketer realized that they had additional variable costs above the original forecasted amount and updated the Period Cost to $30,000 in the Adobe Marketo Engage event program the same day.

Their CEO wants to know the value in terms of how much the event cost compared to the pipeline and or revenue generated asap.

When should the marketer generate a Revenue Cycle Explorer (RCE) report to ensure the true period cost is reflected?
* The marketer should wait 24 hours for the updated period cost to be reflected in RCE.
* The marketer can generate the report straight away as RCE updates in real time.
* The marketer should calculate this manually, as the updated period cost will not be reflected in RCE.
Explanation

The marketer should wait 24 hours for the updated period cost to be reflected in RCE. This is because RCE data is refreshed once a day, usually at night. Therefore, any changes made to the period cost or other program attributes will not be visible in RCE until the next day. RCE does not update in real time, and the updated period cost will be reflected in RCE eventually.

NEW QUESTION 31

Rocky is in the process of sending an email from Adobe Marketo Engage for the first time.

What two QA (quality assurance checks) would he perform on the email before it is launched? (Choose two.)
* Ensure the right Tokens are used and default values are set.
* Ensure that Marketing Suspended records have been added to the target audience
* Ensure the unsubscribe link is not used.

* Ensure there are HTML and Text versions of the email.
Explanation

Two QA checks that Rocky would perform on the email before it is launched are to ensure the right tokens are used and default values are set and to ensure there are HTML and text versions of the email. These checks will help Rocky avoid errors or blank spaces in his email content and ensure that his email can be viewed by different email clients and devices. Ensuring that marketing suspended records have been added to the target audience or ensuring that the unsubscribe link is not used are not QA checks for the email, as they do not affect its appearance or functionality

NEW QUESTION 32

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?
* The form can be shared across workspaces
* The form can be used across multiple programs
* There are more design options for the form’s layout
Explanation

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

NEW QUESTION 33

Sally is the Head of Marketing Operations at a Global Tech company. She has noticed that the quantity of marketing emails being sent in a week is not being managed according to the guidelines set out in the playbook.

Sally would like to use the controls available in their Adobe Marketo Engage instance to ensure she can stop any over-communication by the Marketing Team across all regions at a global level.

Which option would be done in this scenario?
* Request a custom Duplicate Key from Support
* Set communication limits in the Admin.
* Marketers disable their program communication limits.
Explanation

Sally would set communication limits in the Admin to stop any over-communication by the Marketing Team across all regions at a global level. Communication limits are settings that control how many emails a person can receive within a certain time frame. They can be applied at the account level, workspace level, or program level. Setting communication limits in the Admin will affect all workspaces and programs in the account. Requesting a custom Duplicate Key from Support or disabling program communication limits will not help Sally achieve her goal.

NEW QUESTION 34

Garrin is building a smart campaign with the goal of sending an automated alert to sales when a person fills out a form and clicks a link in an email. He wants the automated email to only be sent out if that person is not unsubscribed and is located in the United States or Canada. To solve for this, Garrin built this smart list:

Given the smart list logic, did Garrin set the campaign up correctly to achieve his desired results?
* Yes. The campaign will fire if a person fills out a form and clicks a link in an email.
* No. The campaign will fire If a person fills out a form or clicks a link In an email.
* No. Since the smart list has triggers and filters, it will only apply the trigger criteria.
Explanation

Garrin did not set up the campaign correctly to achieve his desired results. The campaign will fire if a person fills out a form or clicks a link in an email, not both. This is because he used an “or” filter logic for his triggers, which means that any one of them will qualify a person for the campaign. To make sure that a person fills out a form and clicks a link in an email, he should use an “and” filter logic instead

NEW QUESTION 35

Review the flow step from a smart campaign:

Which email will a person receive who has opened Email 1, but not Email 2?
* They will receive no email.
* They will receive Email 2.

* They will receive Reminder 1.

Explanation

The person will receive Email 2. This is because the flow step uses the “If Not Opened Email” choice with Email 1 as the constraint. This means that if a person has not opened Email 1, they will receive Email 2. If a person has opened Email 1, they will receive Reminder 1. If a person has opened both Email 1 and Email 2, they will receive no email.

NEW QUESTION 36

An Adobe Marketo Engage Expert would like to create a lead scoring model to help sales focus on the most promising leads.

What is a best practice when creating a scoring model?

* Ask the marketing team to provide the characteristics they think should be included.
* Look at previous wins or gather sales feedback to identify shared characteristics of the people that became customers.
* Import a best practice lead scoring program template from the Adobe Marketo Engage program ° library.

Explanation

A best practice when creating a scoring model is to look at previous wins or gather sales feedback to identify shared characteristics of the people that became customers. This will help the marketer understand which behaviors and attributes are most indicative of sales readiness and assign appropriate scores accordingly. Asking the marketing team or importing a template may not reflect the unique needs and goals of the business.

NEW QUESTION 37

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?
* The person activity Is filtered.
* The activity log was exported by an API and is now empty
* The lead is anonymous.
Explanation

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.

NEW QUESTION 38

A marketer wants to be efficient and effective with their A/B testing strategy. What A/B testing best practice should the user follow?
* Run a combination of many tests sequentially and methodically.
* Vary as many elements as possible in each test.
* End the test as soon as one version surpasses the other.
Explanation

A best practice for A/B testing is to run a combination of many tests sequentially and methodically. This will help the marketer optimize their email performance by testing one element at a time and measuring its impact on key metrics such as open rate, click rate, conversion rate, etc. Varying as many elements as possible in each test or ending the test as soon as one version surpasses the other are not best practices for A/B testing, as they can lead to inaccurate or inconclusive results.

NEW QUESTION 39

Bhaskar has implemented a new naming convention that calls for users to include PRODI, PR0D2, PROD3, or MULTI. These are to indicate which product line(s) the program is related to.

What is one new benefit Bhaskar will gain by implementing this new naming convention?
* Bhaskar will be able to create a global product-specific scoring program that triggers off Program Status Changes with a Program Name constraint.
* Bhaskar will be able to create product-specific dynamic content.
* Bhaskar will be able to create product-specific nurtures.
Explanation

One new benefit Bhaskar will gain by implementing this new naming convention is that he will be able to create a global product-specific scoring program that triggers off Program Status Changes with a Program Name constraint. This will help him score leads based on their engagement with different product lines across different programs. For example, he can create a trigger that fires when Program Status is Changed and Program Name contains PROD1, and then add a flow step that increases the score for PROD1 by a certain amount. Creating product-specific dynamic content or nurtures does not require this naming convention.

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