

AD0-E559^{Q&As}

Adobe Marketo Engage Business Practitioner Expert

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QUESTION 1

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 2

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?

- A. Put them inside a folder and share that folder with the other desired workspaces.
- B. Clone them to the Design Studio of the other desired workspaces.
- C. Approve them and they will automatically be shared with all other workspaces.

Correct Answer: A

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

QUESTION 3

Keeghan consistently monitors new names that are created in his Adobe Marketo Engage instance. His people performance report shows that there were 100 new leads created yesterday. He asked his team if they could confirm where the leads came from but unfortunately they did not know. There are no operational programs tracking and setting person source in the instance.

Which field can Keeghan check to give him some indication of where the leads came from?

- A. Original Source Info
- B. Lead Source

C. Acquisition Program

Correct Answer: A

A field that can give some indication of where the leads came from is Original Source Info. This is a system-managed field that captures the first known referrer URL for a person. It can help identify the source of web traffic that led to the person's creation in the database. Lead Source and Acquisition Program are not system-managed fields and may not be populated or accurate for all leads

QUESTION 4

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?

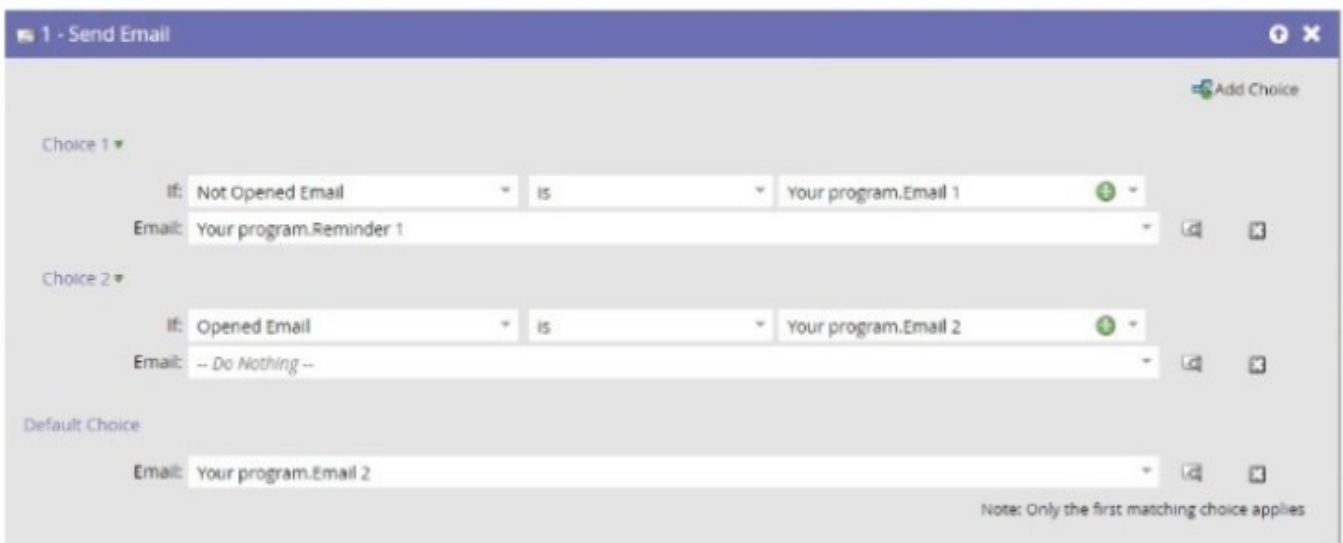
- A. Assign the team member's User to the APJ Partition.
- B. Adjust the team members User to allow access to the APJ Workspace
- C. Adjust the team members Role to allow access to the APJ Workspace.

Correct Answer: B

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

QUESTION 5

Review the flow step from a smart campaign: Which email will a person receive who has opened Email 1, but not Email 2?



- A. They will receive no email.
- B. They will receive Email 2.
- C. They will receive Reminder 1.

Correct Answer: B

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.

QUESTION 6

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.)

- A. Registration Source Type
- B. Person Source
- C. Acquisition Program
- D. Original Source Type

Correct Answer: BD

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.

QUESTION 7

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 8

Rishi has identified a particular person that Adobe Marketo Engage consistently and repeatedly excludes from email sends. This issue persists even when the person qualifies for the smart list, even when Rishi marks the email operational, and even when Rishi turns off communication limits.

What are two fields on the persons record that have the power to prevent email sends to this extent? (Choose two.)

- A. Unsubscribed
- B. Marketing Suspended
- C. Email Address
- D. Email Invalid

Correct Answer: AD

Two fields on the person's record that have the power to prevent email sends to this extent are Unsubscribed and Email Invalid. Unsubscribed is a field that indicates whether a person has opted out of receiving marketing emails. If this field is set to True, Marketo Engage will not send any non-operational emails to that person. Email Invalid is a field that indicates whether a person's email address is valid or not. If this field is set to True, Marketo Engage will not send any emails (operational or non-operational) to that person. Marketing Suspended and Email Address do not have the same effect as Unsubscribed and Email Invalid.

QUESTION 9

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

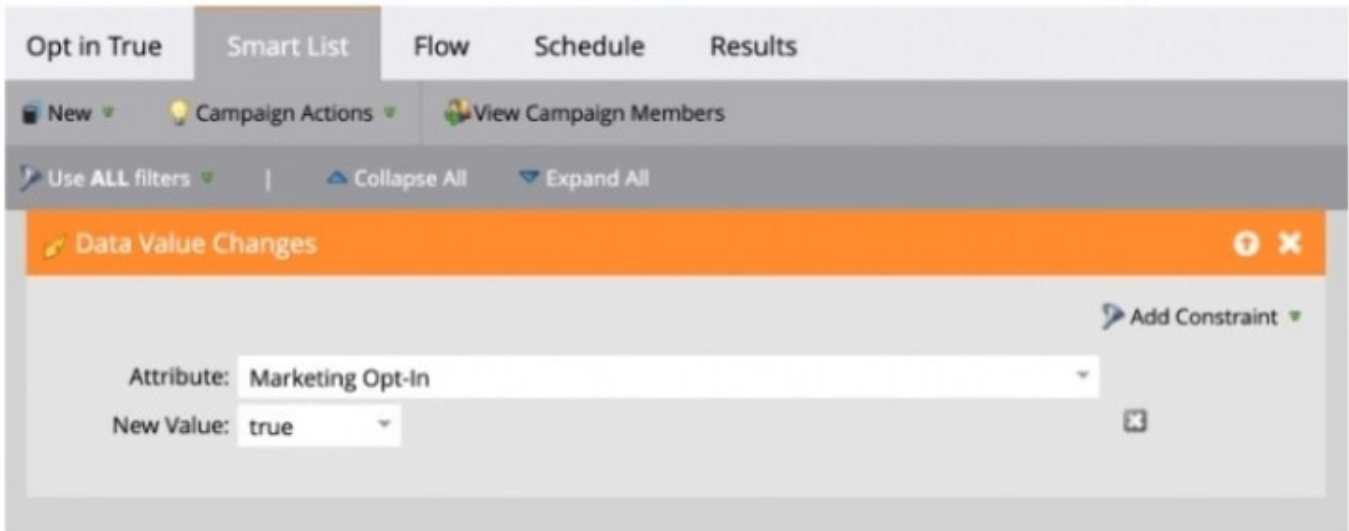
To find a comprehensive list of actions that users have taken within the Adobe Marketo Engage instance in the last six months, Ajay can use Audit Trail. Audit Trail is a feature that tracks all user activities within an Adobe Marketo Engage

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 10

Kelsey is building a consent management program. As part of the program build, Kelsey has built a smart campaign that will update a person's record with the opt-in date in the flow when their Marketing Opt-in changes to True. She has set up the following trigger campaign.

There are no other triggers or filters in the smart list in the smart campaign.



Will the campaign process all leads who have a Marketing Opt-in value of True?

- A. Yes, the campaign will process new and existing leads regardless of source (i.e., webform fill out, list import, CRM, etc.)
- B. No, the campaign will only process web form fill out leads but not leads from a list import.
- C. No, the campaign will process only existing leads but not new leads.

Correct Answer: B

The campaign will only process web form fill out leads but not leads from a list import. This is because the trigger "Data Value Changes" only fires when a person fills out a form, clicks a link in an email, or visits a web page with Munchkin tracking code. It does not fire when a person is created or updated by a list import, API call, CRM sync, or manual change. Therefore, only leads who fill out a form and change their Marketing Opt-in value to True will qualify for the campaign