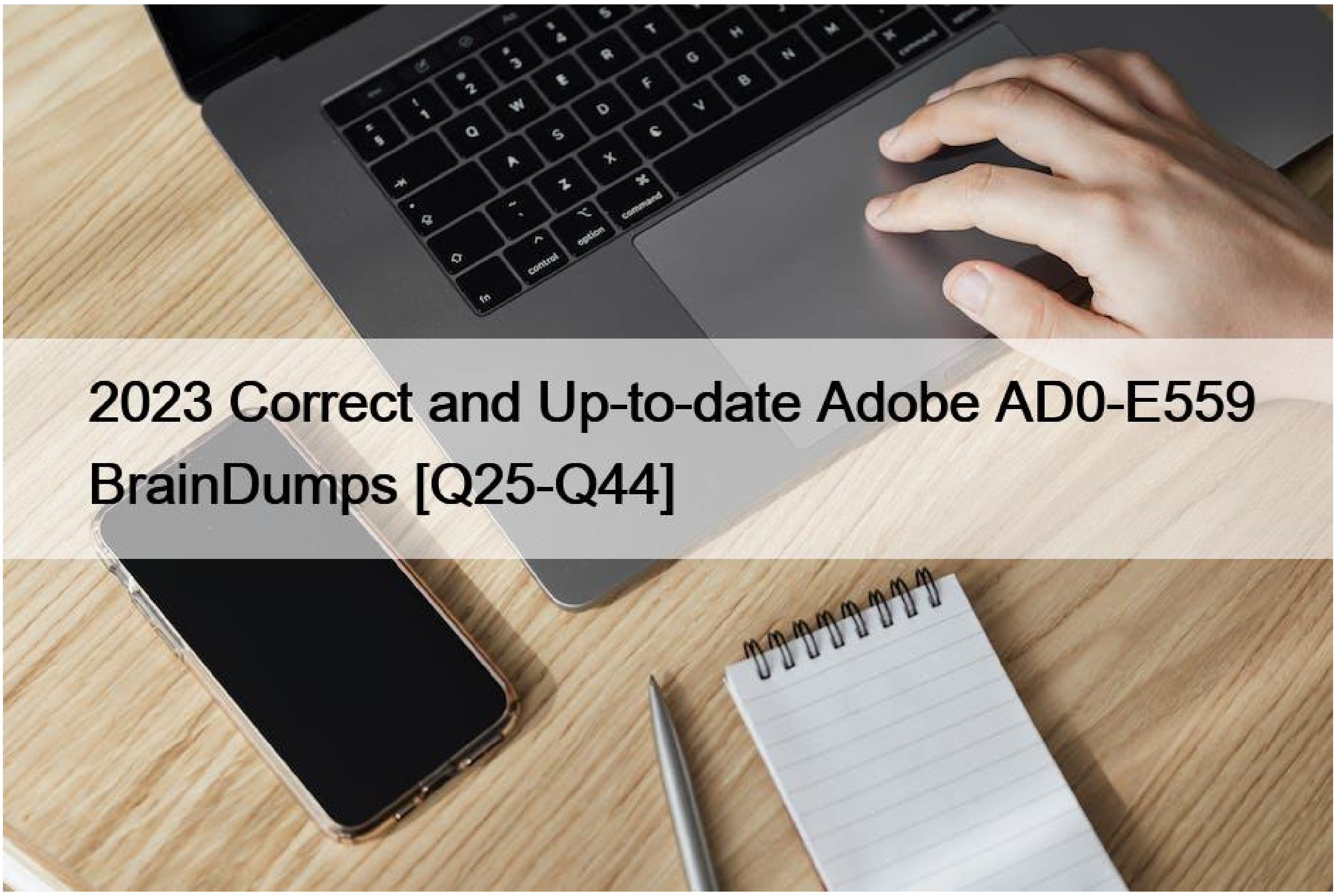
2023 Correct and Up-to-date Adobe AD0-E559 BrainDumps [Q25-Q44



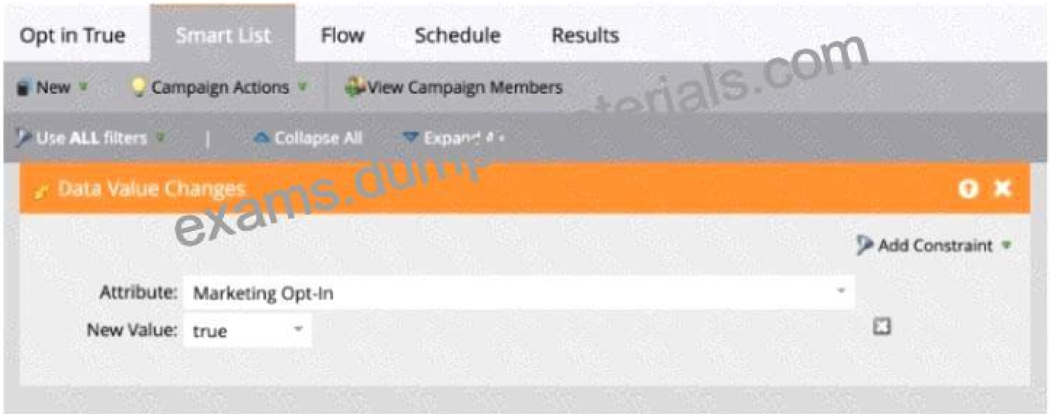
2023 Correct and Up-to-date Adobe AD0-E559 BrainDumps Current AD0-E559 dumps Preparation through Our Practice Test

Adobe AD0-E559 Exam Syllabus Topics:

TopicDetailsTopic 1- Identify and apply the appropriate use of the PMCF- Given a scenario, be able to investigate and assign the appropriate acquisition programTopic 2- Explain the process to perform a quality check on any Marketo program- Illustrate the benefits of the folder structure and naming conventionsTopic 3- Interpret the relationship between programs, channels, tags and period cost- Explain the benefits of Global Assets and how to use themTopic 4- Demonstrate an understanding of Smart Campaigns, logic, constraints and flow steps- Outline the key decision points in defining the lifecycle modelTopic 5- Demonstrate- apply the correct configuration to Engagement Programs- Identify CRM platforms with native Marketo synchronizationTopic 6- Given a scenario, locate where information is referenced- Summarize the utility of Webhooks in Marketo and how they are used

Q25. 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.

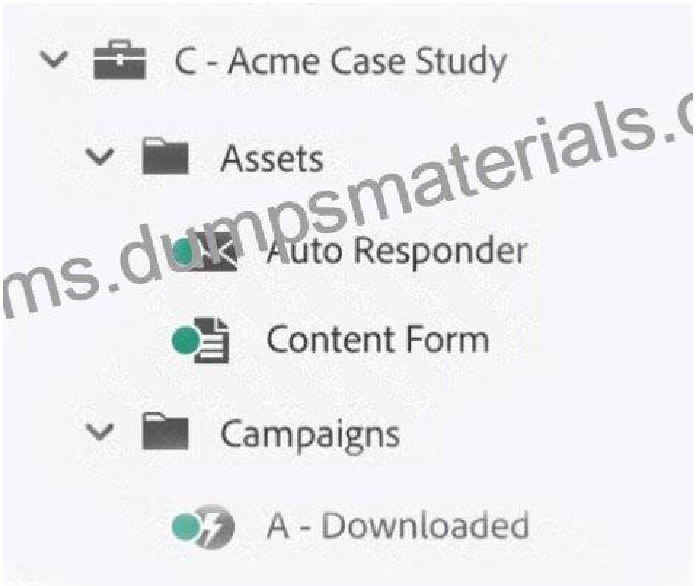


Will the campaign process all leads who have a Marketing Opt-in value of True?
* Yes, the campaign will process new and existing leads regardless of source (i.e., webform fill out. list import. CRM, etc.)
* No, the campaign will only process web form fill out leads but not leads from a list import.
* No, the campaign will process only existing leads but not new leads.

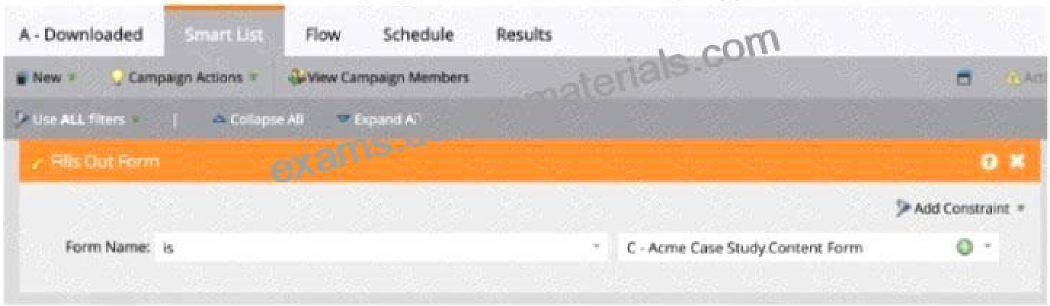
Explanation

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

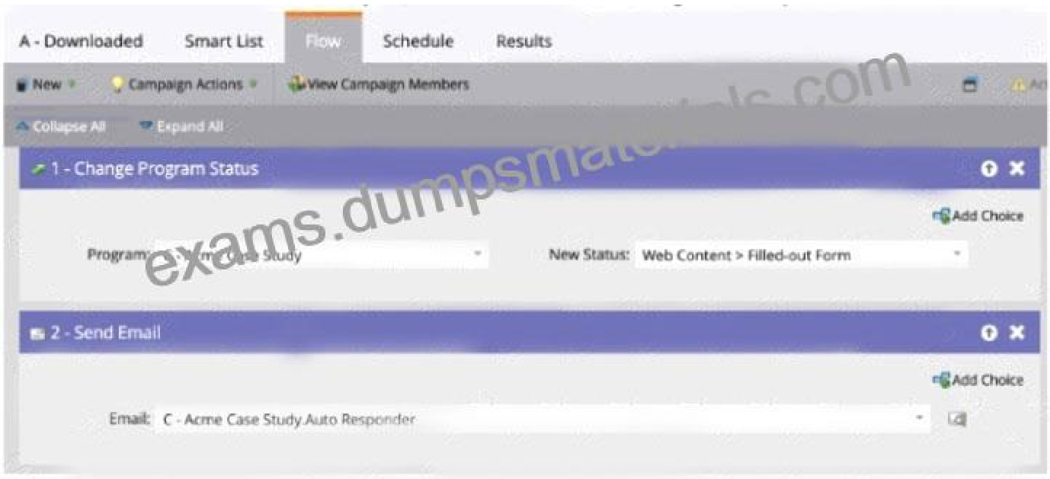
Q26. The Acme Case Study program contains the following assets and campaigns:



The A – Downloaded smart campaign contains the following trigger:



The A – Downloaded smart campaign contains the following flow steps:



A new person fills out the Content Form, which is embedded on the website. How will the acquisition program be captured for the person?

* The Change Program Status flow step sets program membership and thus sets It as the acquisition program.
* The program contains no mechanism to set the acquisition program for the person.
* The Content Form is local to this program, so the program is automatically set as the acquisition program.

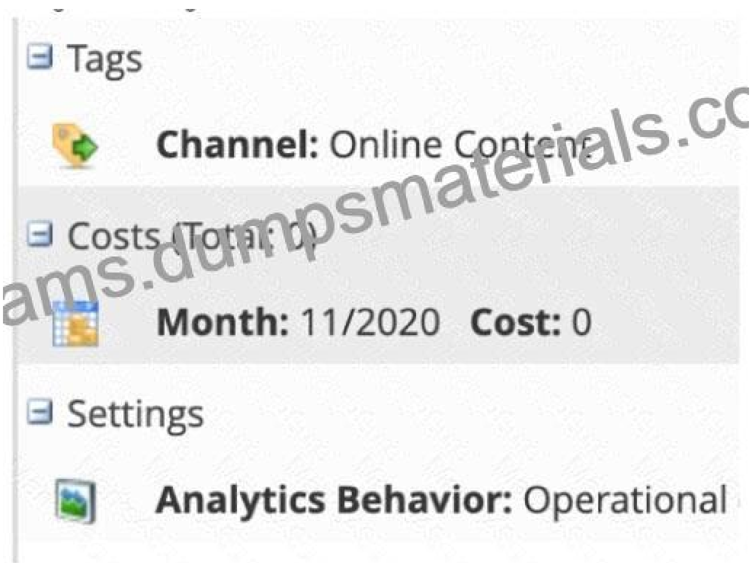
Explanation

The acquisition program will be captured for the person automatically because the Content Form is local to this program. This is because Adobe Marketo Engage automatically sets the acquisition program for a person when they fill out a form that is local to a program for the first time. The Change Program Status flow step does not set program membership or acquisition program, but only changes the status of an existing member. The program does not contain any other mechanism to set the acquisition program for the person.

Q27. An analyst notices that a particular program does not appear in any revenue cycle explorer, program or opportunity analyzer reports.

Channel settings:

Program Settings:



Based upon the program settings shown, what is a reason the program would not appear in reporting?
* The Analytics Behavior on the channel is set to Inclusive’.
* The Analytics Behavior on the program is set to Operational’.
* The program has the period cost set to 0 for the current month.
Explanation

A reason the program would not appear in reporting is that the Analytics Behavior on the program is set to Operational. Operational programs are excluded from most reports in Marketo Engage, such as Revenue Cycle Explorer, Program Analyzer, and Opportunity Analyzer. They are only included in Email Performance and Email Link Performance reports. The Analytics Behavior on the channel, the period cost, and the program status do not affect the program’s visibility in reporting.

Q28. 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

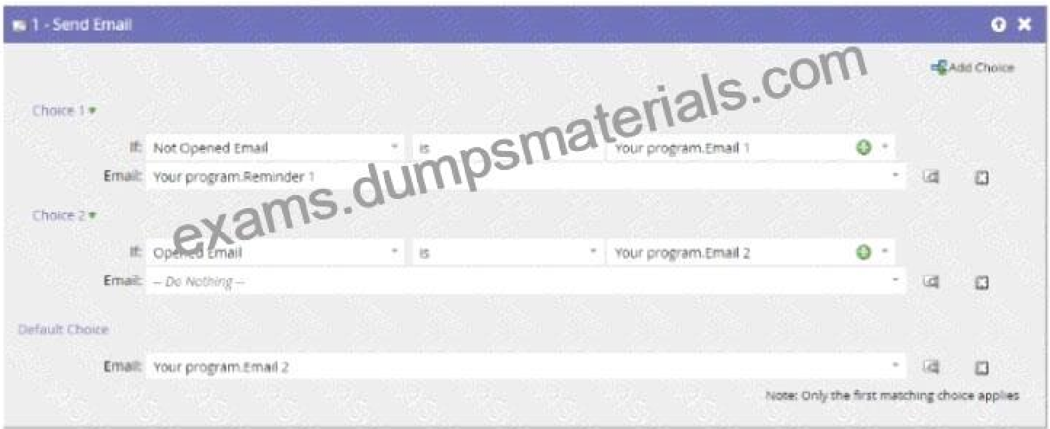
Two fields that David would use for this purpose are Person Source and Original Source Type. These are system-managed fields that capture information about how a person was created in the database. Person Source indicates which channel or method was used to create the person, such as Web Service API, 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.

Q29. 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?
* There are more design options for the form’s layout
* The form can be shared across workspaces
* The form can be used across multiple programs
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

Q30. 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.

Q31. 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)		
	{{my.From Email Address}}	Email sender address
	{{my.From Name}}	Email sender name
	{{my.Salutation}}	Dear customer,

Why have these tokens been set up in this folder?
* As an easy example to copy to all programs Inside the folder.
* So they will be available in all programs inside the folder.
* No reason. Tokens only have a function inside a program.
Explanation

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

Q32. A marketer has run a whole email A/B test within an email program, and there was a clear winner defined when the test finished running. The marketer then wants to send a follow-up email to everyone who received the losing email.

How would they find the list of people who received the losing email?
* It is not possible to see who received which test variant
* Use the Was Sent A/B Test filter with a Variant constraint
* Use the Was Sent Email filter with the Test Variant constraint
Explanation

To find the list of people who received the losing email, they would use the Was Sent Email filter with the Test Variant constraint. This filter allows them to specify which email and which test variant they want to target. The Was Sent A/B Test filter does not have a Variant constraint, and it is not possible to see who received which test variant without using a constraint.

Q33. 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.)
* Unsubscribed
* Marketing Suspended
* Email Address
* Email Invalid
Explanation

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.

Q34. Aya has finished building a webinar program in Adobe Marketo Engage and connected it to a Launchpoint partner. Webinar registration is being handled by an Adobe Marketo Engage landing page. During the quality assurance process, she visited the landing page and registered for the webinar for the first time, however, a confirmation email was not sent.

What are two places to troubleshoot? (Choose two.)
* Check to see if the confirmation email has the correct {{memberwebinar uri}} token.
* Check to see if the smart campaign is set to run every time or run once.
* Check to see if the smart campaign handling the registration has any members.
* Check to see if the person is a member of the Adobe Marketo Engage webinar program and set to the registered status.
Explanation

Two places to troubleshoot are to check to see if the smart campaign handling the registration has any members and to check to see if the person is a member of the Adobe Marketo Engage webinar program and set to the registered status. These checks will help Aya determine if there is any issue with her smart campaign logic or her program membership settings that prevented her from receiving the confirmation email. Checking if the confirmation email has the correct token or if the smart campaign is set to run every time or run once will not help Aya troubleshoot this issue, as they do not affect whether she receives the confirmation email or not.

Q35. 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.

Q36. 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.

Q37. There is a need to configure a Trigger based Smart Campaign that scores a ‘Person’ when at least five tracked webpages have been visited in a 24 hour window.

With the use of the ‘Visits Web Page” Trigger, how would this be achieved?
* Edit the Qualification Rules’ of the Smart Campaign to be set as once every one day.
* Alongside the Trigger, include a Filter’ to the Smart List of Visited Web Page’, with Date of Activity’ and Visits Web Page’ Constraints.
* Add the Min. Number of Times’ and Date of Activity” Constraints to the existing Visits Web Page’ Trigger.

Explanation

To configure a trigger-based smart campaign that scores a person when at least five tracked webpages have been visited in a 24 hour window, he would add the Min. Number of Times and Date of Activity constraints to the existing Visits Web Page trigger. The Min. Number of Times constraint allows him to specify how many times a person must visit a webpage to qualify for the campaign, and the Date of Activity constraint allows him to specify the time frame for the visits. Editing the Qualification Rules or adding a filter will not achieve the desired result.

Q38. 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?
* So she can alert the Sales Owner of the registrant about their interest.
* So she can use It as a choice with the Thank You Page in Form Settings
* So she can use it in a Smart Campaign to follow-up the registration.

Explanation

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.

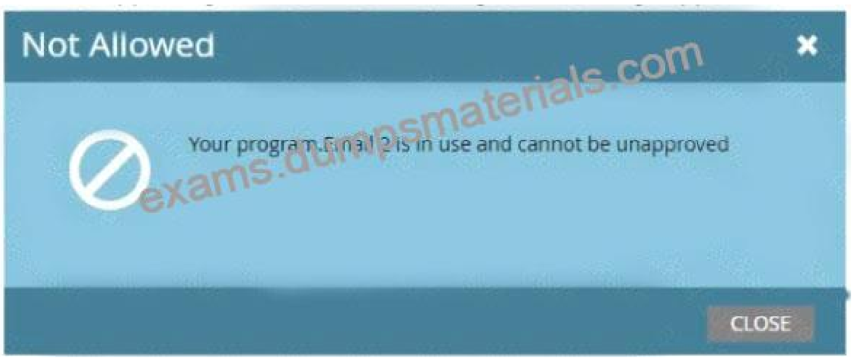
Q39. A marketer wants to be efficient and effective with their A/B testing strategy. What A/B testing best practice should the user follow?
* Run a combination of many tests sequentially and methodically.
* Vary as many elements as possible in each test.

* 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.

Q40. 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

Q41. 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?
* Check User Login History
* Use Audit Trail
* View Lead Activity
Explanation

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.

Q42. 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.

Q43. 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

Q44. A marketer has been asked to set up an event program. The event manager wants all participants of the event to indicate their preferred break-out session upon registration.

What would the marketer include on the registration form to capture this information without the risk of the information being overwritten, assuming a person only registers once?
* A Program Member Custom Field

* A Visibility Rule
* A Program Member Token
Explanation

The marketer would include a Program Member Custom Field on the registration form to capture this information without the risk of the information being overwritten. A Program Member Custom Field is a field that is specific to a program and a person, and it can store different values for different programs. This way, the person can indicate their preferred break-out session for each event they register for, without affecting their previous or future choices. A Visibility Rule is not a field, but a way to show or hide fields based on other fields. A Program Member Token is not a field, but a way to reference a Program Member Custom Field value in an email or landing page

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