

Adobe.Premium.AD0-E559.50q - DEMO

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Time Limit: 120 min
File Version: 1.7



Exam Code: AD0-E559

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Exam A

QUESTION 1

A field needs to be created on the Person object that is visible in both CRM and Adobe Marketo Engage. Which steps always need to be completed in order to accomplish this?

- A. Create a field on the lead or contact objects in CRM. provide read/write access to the Adobe Marketo Engage Sync User
- B. Create a field on the person object in Adobe Marketo Engage, refresh the schema in Adobe Marketo Engage
- C. Create a field on the lead and contact objects in CRM, add this field to Marketing User page layout

Correct Answer: B

Section:

Explanation:

QUESTION 2

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: A, C

Section:

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

QUESTION 3

Michael manages the Adobe Marketo Engage instance for his company. In order to ensure that each regional team can view and edit only their own programs, Michael has implemented Workspaces.

The team recently hired an intern in the Asia Pacific Japan (APJ) region who will be responsible for cloning and preparing programs for launch, working strictly within the APJ Workspace. Custom Roles have not been set up in their Adobe Marketo Engage instance.

What is one step Michael must take in order to limit the intern's access to work strictly to the APJ Workspace?

- A. Create a Role for the intern that grants permissions only for the APJ Partition.
- B. Create a Role for the intern that grants permissions only for the APJ Workspace.
- C. Create a User for the intern that grants access only to the APJ Workspace.

Correct Answer: C

Section:

Explanation:

To limit the intern's access to work strictly to the APJ Workspace, Michael must create a User for the intern that grants access only to the APJ Workspace. This can be done by selecting the APJ Workspace from the Workspaces drop-down menu when creating the User. The User will then only be able to view and edit programs and assets within that Workspace.

QUESTION 4

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

Section:**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.

QUESTION 5

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**Section:****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

QUESTION 6

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**Section:****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

QUESTION 7

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**Section:****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

QUESTION 8

An Engagement Program has not deployed the next new email even though there are people in the stream and the cadence set correctly.

What is one possible reason the email has not been launched?

- A. The new email has not been activated.
- B. The stream has not been set as activated.
- C. All Persons in the stream have exhausted their content.

Correct Answer: A

Section:

Explanation:

A possible reason the email has not been launched is that the new email has not been activated. An email must be approved and activated before it can be sent out by an Engagement Program. If the email is not activated, it will be skipped by the cast. The stream and the content do not need to be activated for the email to be launched.

QUESTION 9

A marketer is setting up a form on an Adobe Marketo Engage landing page for a gated content program, with pre-fill enabled for the fields First Name, Last Name, Email Address, and Company Name. The gated content is promoted via email to existing customers and via social media to reach a broader audience.

For which audiences will the fields First Name, Last Name, Email Address, and Company Name prefill when they go to the landing page?

- A. Only for people who click the link in the email
- B. Only for people already known in the database
- C. For all people going to the landing page

Correct Answer: B

Section:

Explanation:

The fields First Name, Last Name, Email Address, and Company Name will pre-fill for only people already known in the database. Pre-fill is a feature that populates form fields with data from a known lead's record. If a person is not known in the database, such as someone who clicks the link from social media, the fields will not pre-fill

QUESTION 10

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?

- 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

Section:

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

QUESTION 11

David wants to time-stamp a custom field called 'MQL DateTime Most Recent' every time a person reaches the MQL stage. He will use a smart campaign that triggers upon MQL and the flow will have no wait steps.

Which type of token would he use in the "Change Data Value" flow step required to achieve his goal?

- A. System
- B. Person/Lead
- C. Trigger

Correct Answer: A

Section:

Explanation:

To time-stamp a custom field with the current date and time, David would use a System token in the "Change Data Value" flow step. System tokens are tokens that reference system-level information, such as date, time, IP address, etc. The System token for date and time is {{system.dateTime}}. Person/Lead tokens and Trigger tokens are not suitable for this purpose, as they reference person-level information or trigger-specific information.

QUESTION 12

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

Section:

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

QUESTION 13

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

Section:

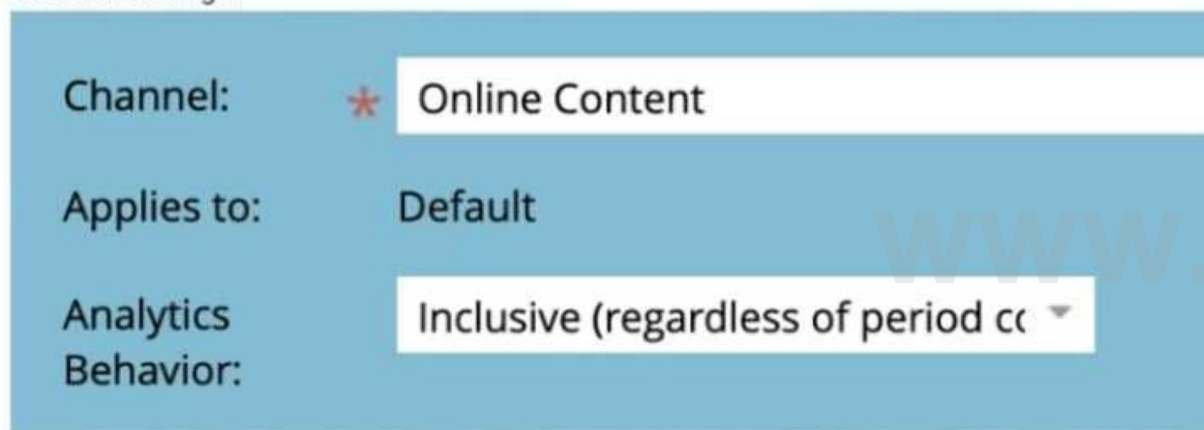
Explanation:

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 14

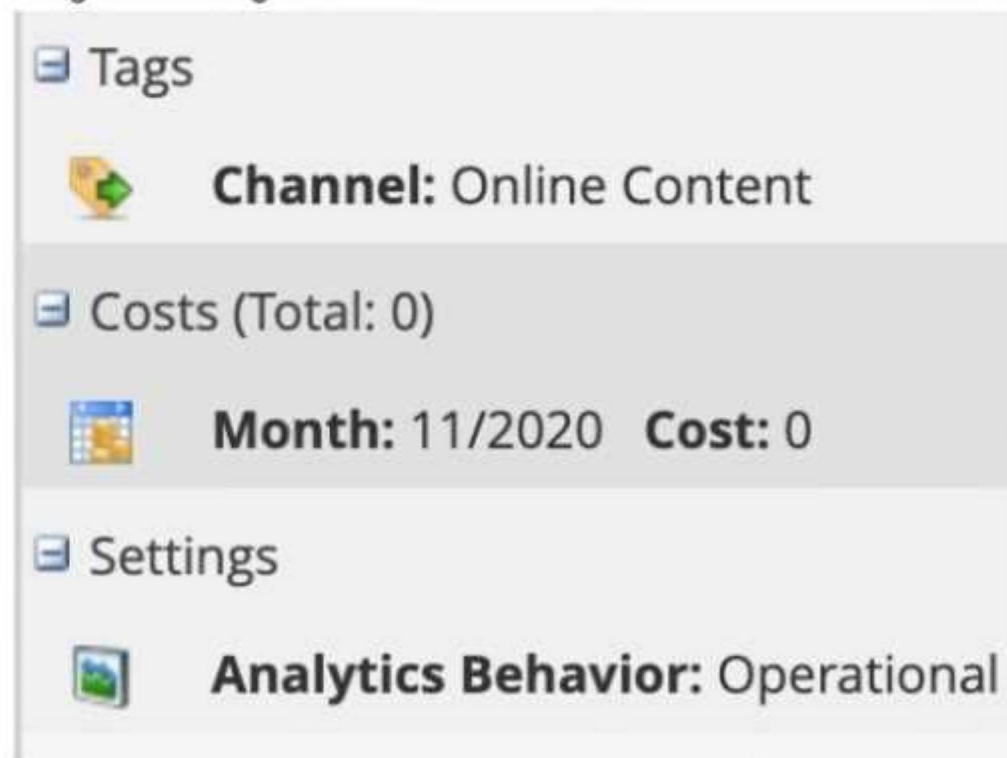
An analyst notices that a particular program does not appear in any revenue cycle explorer, program or opportunity analyzer reports.

Channel settings:



Channel:	★ Online Content
Applies to:	Default
Analytics Behavior:	Inclusive (regardless of period cc ▼)

Program Settings:



Based upon the program settings shown, what is a reason the program would not appear in reporting?

- A. The Analytics Behavior on the channel is set to Inclusive'.
- B. The Analytics Behavior on the program is set to Operational'.
- C. The program has the period cost set to 0 for the current month.

Correct Answer: B

Section:

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.

QUESTION 15

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: A, D

Section:

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 nonoperational 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 16

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

Section:

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.

QUESTION 17

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?

- A. It is not possible to see who received which test variant
- B. Use the Was Sent A/B Test filter with a Variant constraint
- C. Use the Was Sent Email filter with the Test Variant constraint

Correct Answer: C

Section:

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.

QUESTION 18

What are two benefits to using global forms versus local forms? (Choose two.)

- A. Global forms allow for consistent scoring and reporting and data standardization.
- B. Global forms natively offer custom stylization on different landing pages.
- C. Global forms offer a scalable solution especially when there are universal changes that need to be made, saving time and resources.
- D. In smart campaigns, global forms can be tracked without referencing any additional constraints such as webpage or referrer

Correct Answer: A, C

Section:

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.

QUESTION 19

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

Section:

Explanation:

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 20

Jay has set up a webinar program and successfully connected it to a launchpoint webinar provider.

The webinar confirmation email is using the {{member.webinar url}} token of a Adobe Marketo Engage program. The webinar program is live and 40 people have registered on a Adobe Marketo Engage LP and have a program status of registered and received a confirmation email. However, the unique link for all registrants is not being populated.

What are two things that Jay could try to identify the issue? (Choose two.)

- A. Look in field management to check the value of the token.
- B. Go into the Members tab of the webinar program and check if any person has the program status of Registration Error'.
- C. Go into the Members tab of the webinar program and change the program status on the 40 persons that have a status of 'Members' to Registered.
- D. Go into the Members tab of the webinar program and check that the webinar url column is populated using a custom view.

Correct Answer: B, D

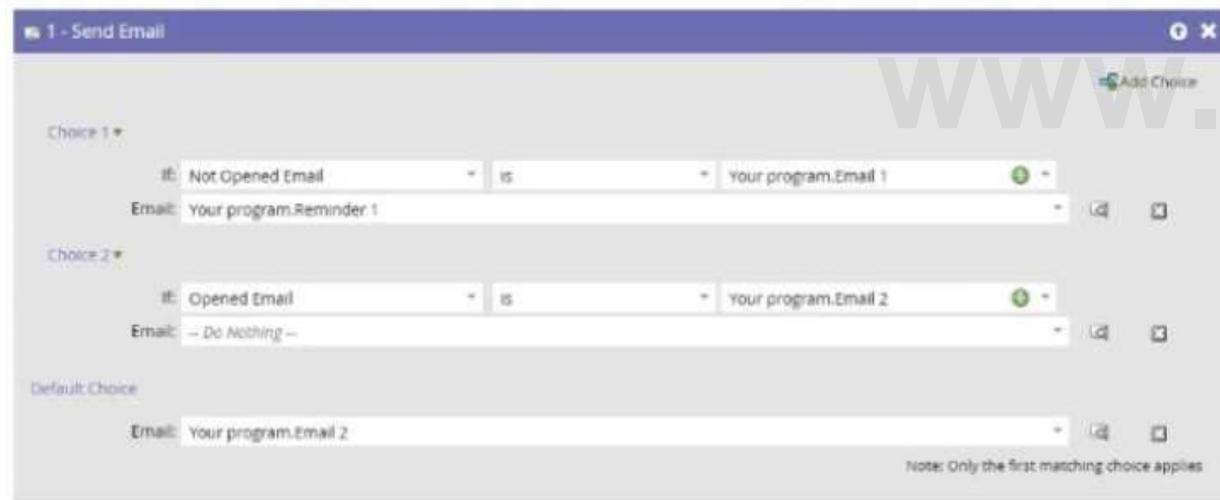
Section:

Explanation:

Two things that Jay could try to identify the issue are to go into the Members tab of the webinar program and check if any person has the program status of Registration Error, and to go into the Members tab of the webinar program and check that the webinar url column is populated using a custom view. These steps can help Jay troubleshoot if there was any problem with the registration process or the webinar provider integration. Changing the program status manually or looking in field management will not help Jay solve the issue.

QUESTION 21

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

Section:

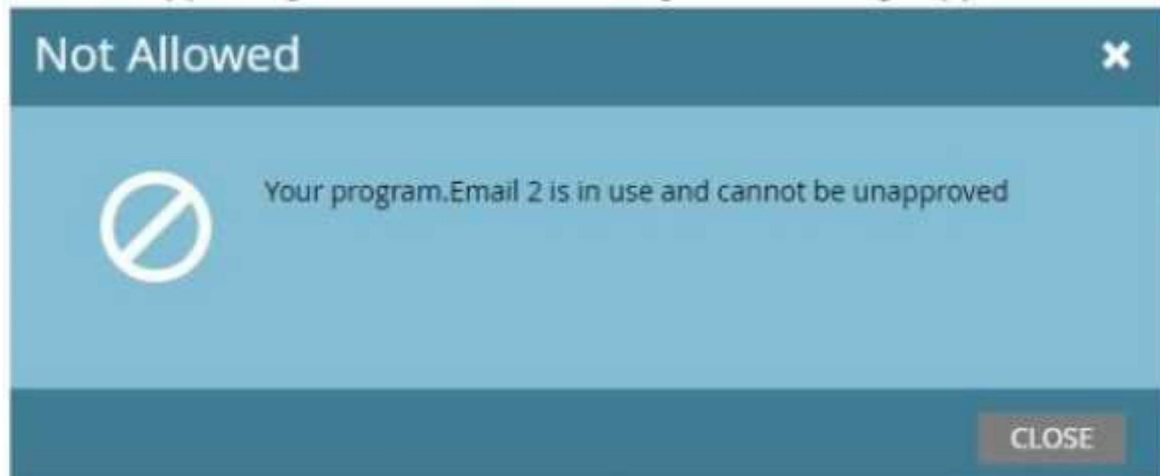
Explanation:

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.

QUESTION 22

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?

- A. In the Audit Trail of the Admin screen
- B. In the Used By tab of the email
- C. In the Used By page of the program

Correct Answer: B

Section:

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 unapproving and deleting it. The Audit Trail and the Used By page of the program will not show where the email is being used

QUESTION 23

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?

- A. Edit the Qualification Rules' of the Smart Campaign to be set as once every one day.
- B. Alongside the Trigger, include a Filter' to the Smart List of Visited Web Page', with Date of Activity' and Visits Web Page' Constraints.
- C. Add the Min. Number of Times' and Date of Activity" Constraints to the existing Visits Web Page' Trigger.

Correct Answer: C

Section:

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.

QUESTION 24

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:



The screenshot shows a smart list configuration interface with four criteria:

- Fills Out Form:** Form Name: is any
- Clicks Link in Email:** Email: is any
- 1 - Country:** Country: is (2) United States; Canada
- 2 - Unsubscribed:** Unsubscribed: false

The first two criteria are connected by an "OR" filter logic, while the other two are connected by an "AND" filter logic.

Given the smart list logic, did Garrin set the campaign up correctly to achieve his desired results?

- A. Yes. The campaign will fire if a person fills out a form and clicks a link in an email.
- B. No. The campaign will fire if a person fills out a form or clicks a link in an email.
- C. No. Since the smart list has triggers and filters, it will only apply the trigger criteria.

Correct Answer: B

Section:

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.

QUESTION 25

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

Section:

Explanation:

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 26

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?

- A. The marketer should wait 24 hours for the updated period cost to be reflected in RCE.
- B. The marketer can generate the report straight away as RCE updates in real time.
- C. The marketer should calculate this manually, as the updated period cost will not be reflected in RCE.

Correct Answer: A

Section:

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.

QUESTION 27

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. A Program Member Custom Field
- B. A Visibility Rule
- C. A Program Member Token

Correct Answer: A

Section:

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

QUESTION 28

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?

- A. Request a custom Duplicate Key from Support
- B. Set communication limits in the Admin.
- C. Marketers disable their program communication limits.

Correct Answer: B

Section:

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.

QUESTION 29

The duration of a wait step in an existing active smart campaign was modified from 2 days to 5 days.

If there were 10 people in the Wait step when the step was changed, what would happen?

- A. The 10 people would remain in a 2 days duration.
- B. The 10 people would error out and skip the wait step.
- C. The 10 people would automatically follow the new duration.

Correct Answer: C

Section:

Explanation:

The 10 people would automatically follow the new duration. This is because when a wait step duration is modified in an active smart campaign, it affects all people who are currently in the wait step as well as new people who enter the wait step. The new duration will be calculated from the time each person entered the wait step. The 10 people would not remain in the old duration or error out and skip the wait step.

QUESTION 30

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: B, D

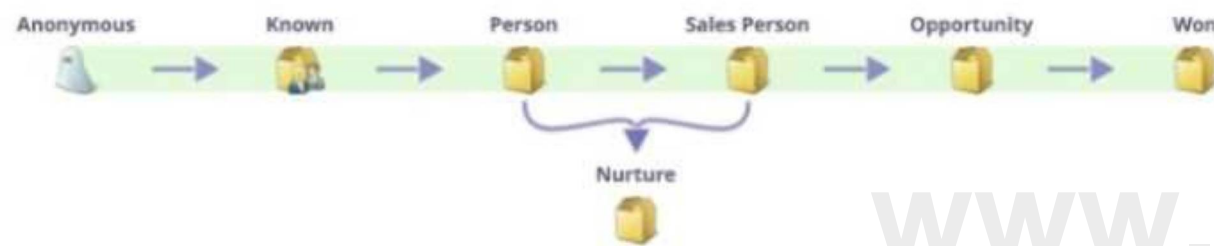
Section:

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.

QUESTION 31

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

Section:

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.

QUESTION 32

A marketer would like to set an interesting moment once per day if a person has visited any web page that day, and they would like for the interesting moment to show which page each person has visited. They have set their Smart Campaign up as follows:



Their interesting moments however did not show the web page each person had visited. Why not?

- A. A trigger token cannot successfully be used within a batch smart campaign

- B. A different Smart Campaign must be used for each web page to accomplish this.
- C. It is not possible to customize what is shown in an Interesting Moment view.

Correct Answer: A

Section:

Explanation:

A trigger token cannot successfully be used within a batch smart campaign. This is because a trigger token references a value that is specific to a trigger event, such as {{trigger.web page}} or {{trigger.email name}}. A batch smart campaign does not have any trigger events, so the trigger token will not have any value. A different smart campaign must be used for each web page or a custom field must be used to accomplish this. It is possible to customize what is shown in an interesting moment view

QUESTION 33

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

Section:

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

QUESTION 34

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?

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

Correct Answer: B

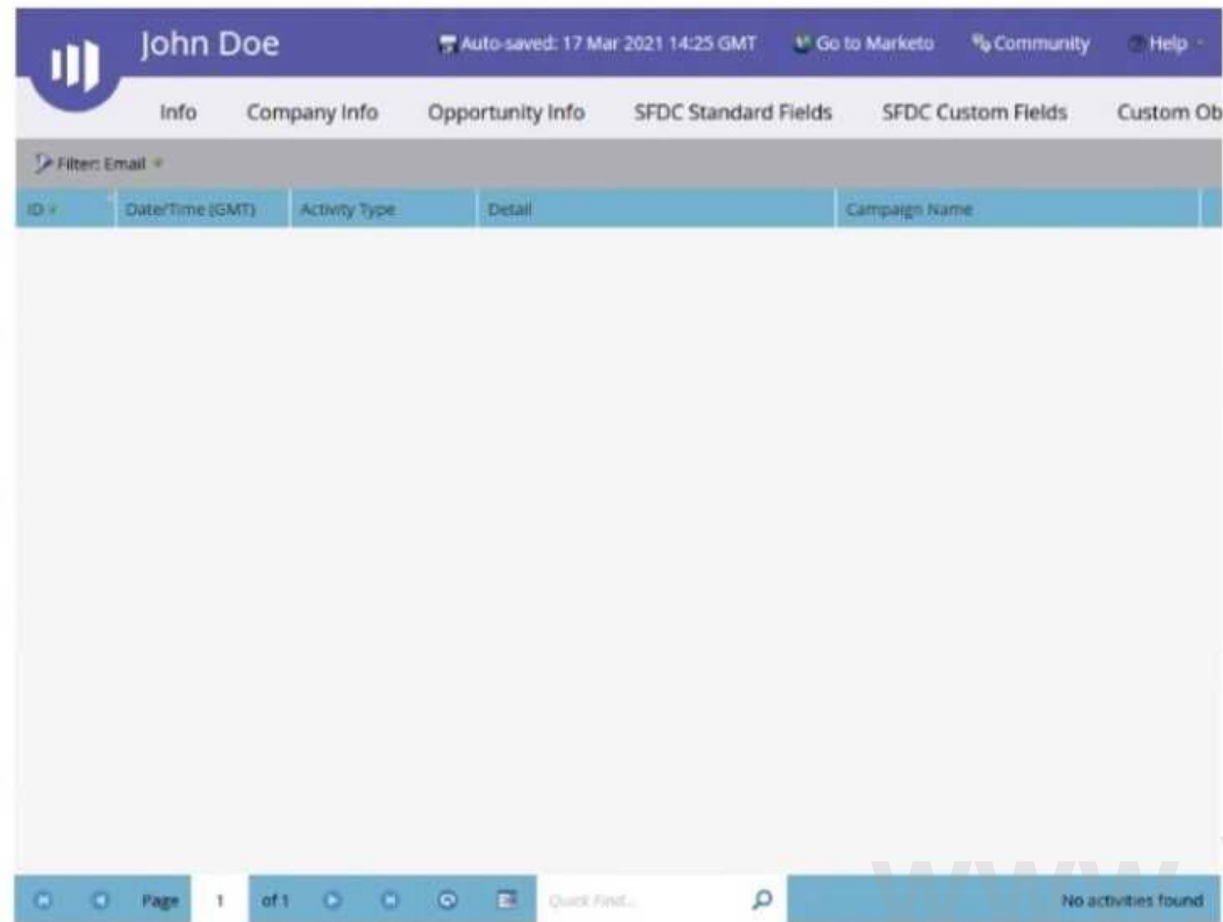
Section:

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.

QUESTION 35

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

Section:

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.

QUESTION 36

A list is imported into Adobe Marketo Engage with 'Country' values of "US". A Trigger based Smart Campaign identifies the non-standard values and updates the 'Country' field values to 'United States of America'.

What best practice steps must be taken when embarking on developing such a process?

- A. Create a folder within the Marketing Activities to store all data management processes, containing a Default' Program with a default 'Operational' Channel with nested Smart Campaigns.
- B. Create a folder within the Design Studio to store each of the Trigger based Smart Campaigns relating to data management, reporting on run performance from the folder 'Campaign Activity' tab
- C. Create a folder within the Marketing Activities to store all data management processes, containing a Default' Program with a default 'Data Management' Channel with nested Smart Campaigns.

Correct Answer: C

Section:

Explanation:

The best practice steps that must be taken when embarking on developing such a process are to create a folder within the Marketing Activities to store all data management processes, containing a Default Program with a default Data Management Channel with nested Smart Campaigns. This will help organize and standardize the data management processes and make them easy to find and report on. The Data Management

Channel is designed for operational programs that do not generate revenue or influence pipeline. Creating a folder within the Design Studio or using an Operational Channel will not achieve the same result.

QUESTION 37

A marketer would like to set a person to Email Invalid if they have three soft bounces within the last 90 days. They would like this to happen automatically and instantaneously after the third soft bounce. What would the smart list section of their data management smart campaign look like?

A)

1 - Email Bounced Soft

Add Constraint

Email: is any

Date of Activity: in past 90 days

Min. Number of Times: 3

B)

Email Bounces Soft

Add Constraint

Email: is any

Date of Activity: in past 90 days

Min. Number of Times: 3

C)

Data Value Changes

Add Constraint

Attribute: Email Invalid

1 - Email Bounced Soft

Add Constraint

Email: is any

Date of Activity: in past 90 days

Min. Number of Times: 3

- A. Option A
- B. Option B
- C. Option C

Correct Answer: C

Section:

Explanation:

Option C is the correct smart list section for their data management smart campaign. This option uses the Visits Web Page trigger with the Min. Number of Times constraint set to 3 and the Date of Activity constraint

set to in past 90 days. This will ensure that only people who have visited any web page at least three times within the last 90 days will qualify for the campaign. Option A uses filters instead of triggers, which means that it will not run automatically and instantaneously. Option B uses an incorrect filter logic, which means that it will not require three web page visits within 90 days

QUESTION 38

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

Section:

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.

QUESTION 39

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?

- A. The person was last sent an email 6 months ago.
- B. The person unsubscribed from the email they received last month.
- C. The email sent to the person last week bounced.

Correct Answer: C

Section:

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

QUESTION 40

An Adobe Marketo Engage expert works for Desserts4You and has created a segmentation to help with email campaigns.



Dynamic content is being used in the email blast and is segmented based on dessert preferences.

Specific messaging has been created for each dessert segment.

There are three records in the database. Miri likes apple pie and sticky toffee pudding. Jacinda likes tiramisu and apple pie. Indira likes sticky toffee pudding.

What message will each person receive?

- A. Miri will receive an email with both apple pie and sticky toffee pudding messaging. Jacinda will receive an email with tiramisu and apple pie messaging. Indira will receive an email with sticky toffee pudding messaging.
- B. Miri will receive an email with apple pie messaging. Jacinda will receive an email with tiramisu messaging. Indira will receive an email with sticky toffee pudding messaging.
- C. Miri will receive an email with sticky toffee pudding messaging. Jacinda will receive an email with apple pie messaging. Indira will receive an email with sticky toffee pudding messaging.

Correct Answer: B

Section:

Explanation:

Miri will receive an email with apple pie messaging. Jacinda will receive an email with tiramisu messaging. Indira will receive an email with sticky toffee pudding messaging. This is because the segmentation is based on dessert preferences, and each segment has only one dessert assigned to it.

Therefore, each person will receive the message that corresponds to their first dessert preference in alphabetical order. For example, Miri likes apple pie and sticky toffee pudding, but apple pie comes before sticky toffee pudding in alphabetical order, so she will receive the apple pie message. The other options are incorrect because they do not follow this logic

QUESTION 41

Katherine is putting together a report for leadership as part of her monthly operating review. She is wanting to be able to provide a breakdown of the total number of unique Companies by vertical that live in their Adobe Marketo Engage database.

What report type can she use to get this Company level view?

- A. Company Web Activity
- B. People Performance Report
- C. Account Performance Report

Correct Answer: A

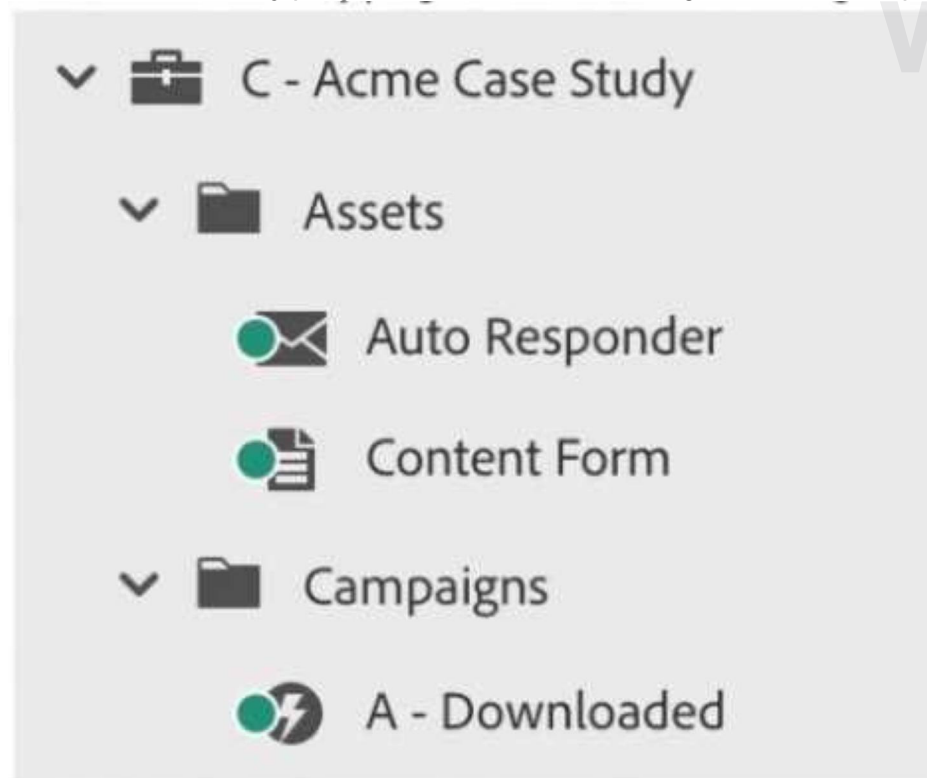
Section:

Explanation:

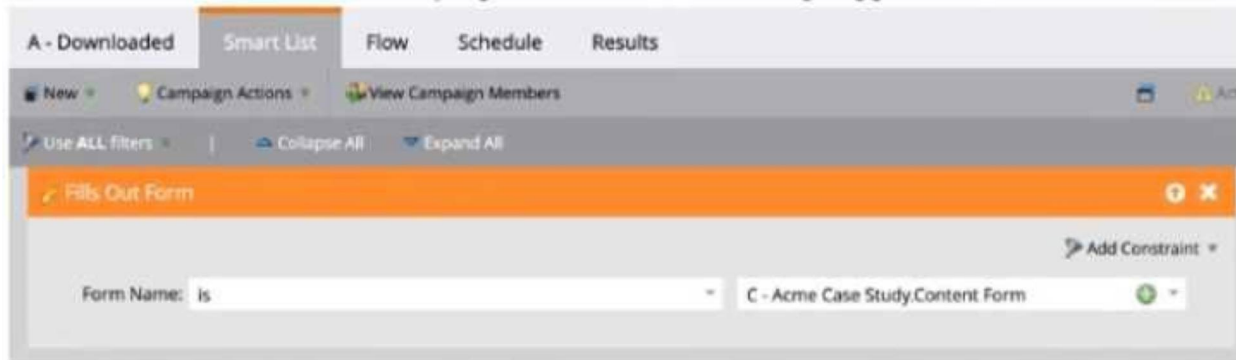
A Company Web Activity report can be used to get this company level view. This report type shows metrics such as number of visits, number of people, average pages per visit, etc. for each company in the database. The marketer can filter the report by vertical and date range to see how many unique companies by vertical are in their Adobe Marketo Engage database. A People Performance Report or an Account Performance Report will not show company-level metrics or allow filtering by vertical.

QUESTION 42

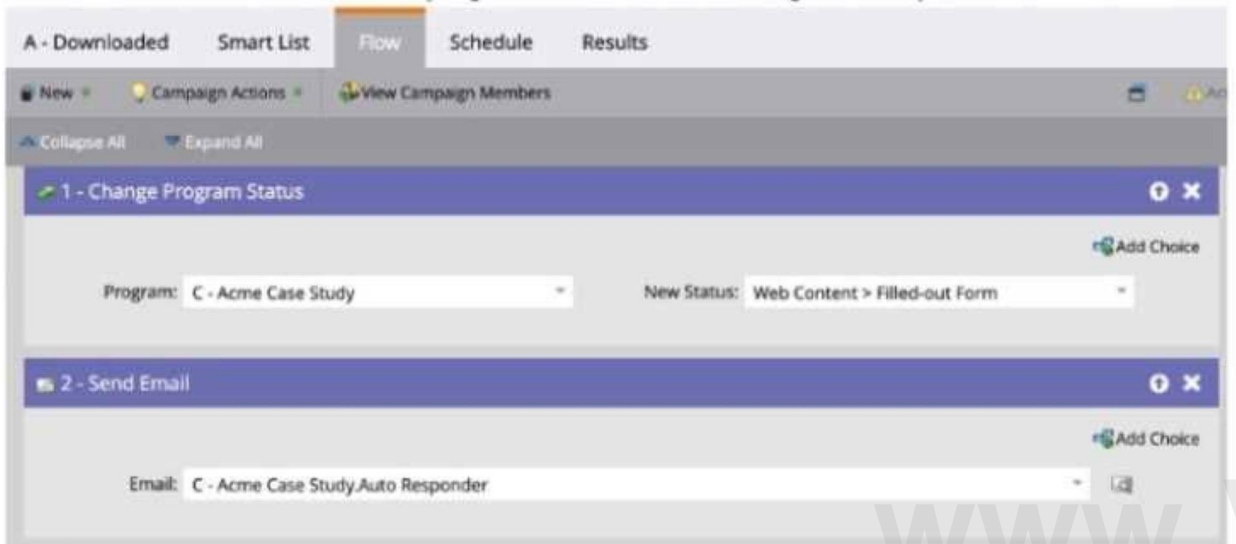
The Acme Case Study program contains the following assets and campaigns:



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?

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

Correct Answer: C

Section:

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.

QUESTION 43

A marketer wants to be efficient and effective with their A/B testing strategy. What A/B testing best practice should the user follow?

- A. Run a combination of many tests sequentially and methodically.
- B. Vary as many elements as possible in each test.
- C. End the test as soon as one version surpasses the other.

Correct Answer: A

Section:

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.

QUESTION 44

Bhaskar has implemented a new naming convention that calls for users to include PROD1, PROD2, 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?

- A. Bhaskar will be able to create a global product-specific scoring program that triggers off Program Status Changes with a Program Name constraint.
- B. Bhaskar will be able to create product-specific dynamic content.
- C. Bhaskar will be able to create product-specific nurtures.

Correct Answer: A

Section:

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.

QUESTION 45

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: A, D

Section:

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

QUESTION 46

Sally has built a webinar program, which she is due to launch in a few days. She has started to QA (quality assurance check) the program to ensure that the {{member.webinar url}} token is working correctly.

In what two ways can Sally test the confirmation email? (Choose two.)

- A. Preview the Confirmation Email, send herself a sample, and click on the 'Join Webinar' CTA on the Confirmation Email she receives in her mailbox.
- B. View Approved Registration Landing Page, complete the registration form, and click on the 'Join Webinar' CTA on the Confirmation Email she receives in her Inbox.
- C. Preview the Confirmation Email and view by 'Person', send herself a sample, and click on the 'Join Webinar' CTA on the Confirmation Email she receives in her Inbox.
- D. Click the 'Register Now' CTA on the invite email, complete the registration form, and click on the 'Join Webinar' CTA on the Confirmation Email she receives in her inbox.

Correct Answer: B, D

Section:

Explanation:

Two ways that Sally can test the confirmation email are to view the approved registration landing page, complete the registration form, and click on the 'Join Webinar' CTA on the confirmation email she receives in her inbox and to click the 'Register Now' CTA on the invite email, complete the registration form, and click on the 'Join Webinar' CTA on the confirmation email she receives in her inbox. These methods will allow Sally to test the confirmation email as a real person who registers for the webinar and verify that the {{member.webinar url}} token is working correctly. Previewing the confirmation email or sending herself a sample will not show the actual webinar URL for the token, as it depends on the person's membership in the webinar program.

QUESTION 47

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.)

- A. Ensure the right Tokens are used and default values are set.
- B. Ensure that Marketing Suspended records have been added to the target audience
- C. Ensure the unsubscribe link is not used.
- D. Ensure there are HTML and Text versions of the email.

Correct Answer: A, D

Section:

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

QUESTION 48

A marketer conducted an A/B test and expected the new version to perform better than the original version. However, this did not occur.

What conclusion can the marketer make about these A/B test results?

- A. Their test hypothesis was invalidated and they should test again.
- B. The test was erroneous and the results should be thrown out.
- C. The test period was too short and they need to let it run for a longer time.

Correct Answer: A

Section:

Explanation:

The conclusion that the marketer can make about these A/B test results is that their test hypothesis was invalidated and they should test again. This means that their assumption about what would improve their email performance was not supported by the data and they should try a different variation or element to test. The test was not erroneous or too short, as long as it was set up correctly and ran for a sufficient time period to reach statistical significance

QUESTION 49

Michael has instituted a new program naming convention for his Marketo instance. It instructs his users to begin each program name with an abbreviation indicating which channel the program belongs to. For example, programs of the Webinar channel are designated to begin with the 'WBN' abbreviation. Michael has ensured all existing program names have been updated to adhere to this new naming convention.

Moving forward, how would Michael monitor for the existence of programs in the Webinar channel that do not adhere to this new naming convention?

- A. In Marketing Activities, search for 'WBN' and filter results to only Include Event programs.
- B. Use Audit Trail and filter by Asset Type and Actions.
- C. Create a Program Performance report and filter by Channel = Webinar.

Correct Answer: C

Section:

Explanation:

Michael would monitor for the existence of programs in the Webinar channel that do not adhere to this new naming convention by creating a Program Performance report and filtering by Channel = Webinar. This report type shows metrics such as new names, success, cost per success, etc. for each program in a selected channel or folder. Michael can scan through the program names and identify any programs that do not start with 'WBN' as per his naming convention. Searching for 'WBN' in Marketing Activities or using Audit Trail will not help Michael find programs that do not follow his naming convention.

QUESTION 50

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.)

- A. Check to see if the confirmation email has the correct {{memberwebinar uri}} token.
- B. Check to see if the smart campaign is set to run every time or run once.
- C. Check to see if the smart campaign handling the registration has any members.
- D. Check to see if the person is a member of the Adobe Marketo Engage webinar program and set to the registered status.

Correct Answer: B, C

Section:

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.

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