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

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

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 3

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

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 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

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

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.

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