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**QUESTION 1**

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

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 2

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

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 3

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.

QUESTION 4

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

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 5

An Adobe Marketo Engage instance has the following folders set up under Marketing Activities:

Marketing Activities...

- Marketing Activities
 - 01 Archive
 - 02 Marketing Programs
 - 03 Operational Programs
 - 04 Testing and Learning



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

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

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