# AD0-E559$^{Q\&As}$

Adobe Marketo Engage Business Practitioner Expert

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**QUESTION 1**

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 2**

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

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 3**

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

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 4**

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

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 5**

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.