



# AD0-E559<sup>Q&As</sup>

Adobe Marketo Engage Business Practitioner Expert

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**QUESTION 1**

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

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.

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**QUESTION 2**

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.

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**QUESTION 3**

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

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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#### 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

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.

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#### QUESTION 5

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.

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