AD0-E559 Q&As

Adobe Marketo Engage Business Practitioner Expert

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QUESTION 1

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.

QUESTION 2

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

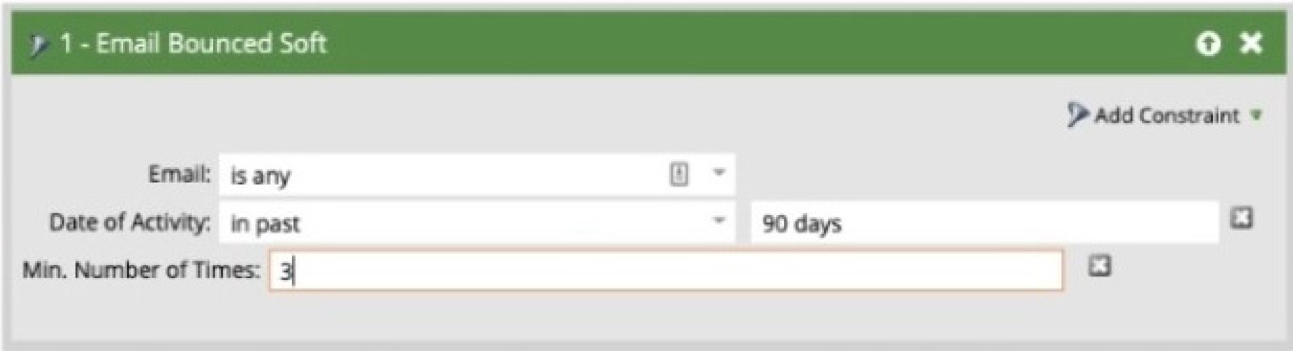
Correct Answer: BD

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.

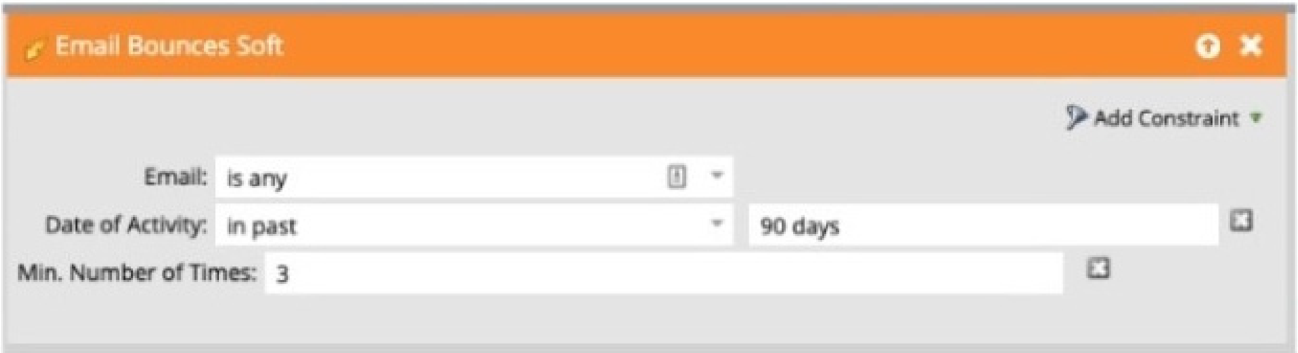
QUESTION 3

A marketer would like lo 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?

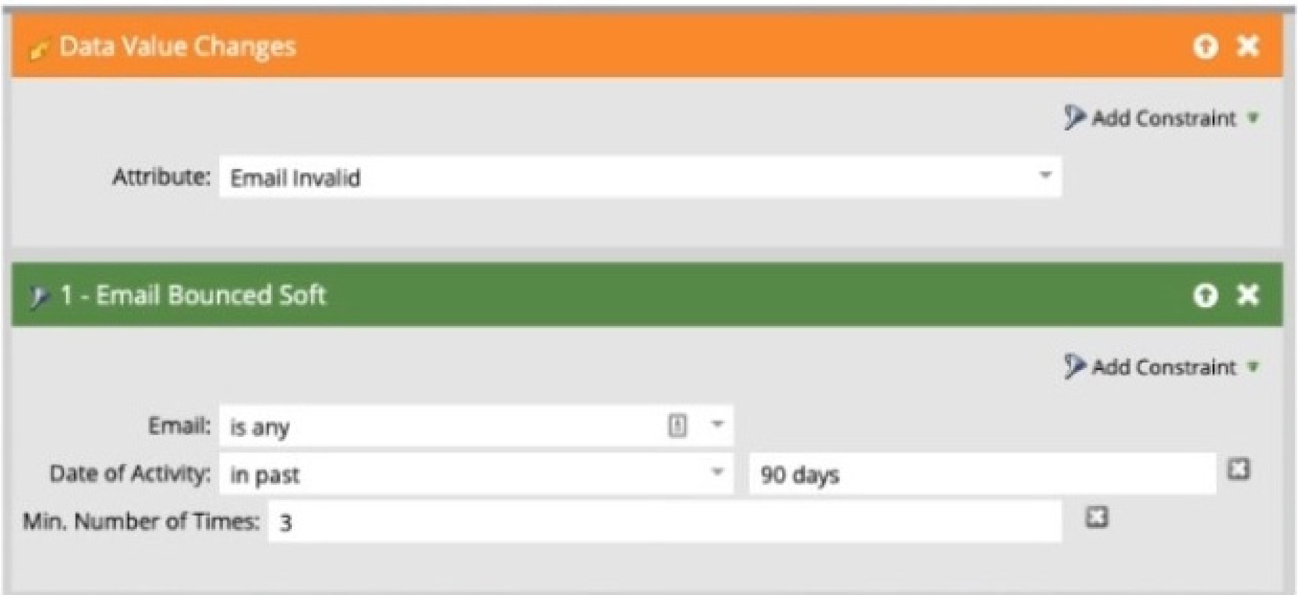
A.



B.



C.



A. Option A

B. Option B

C. Option C

Correct Answer: C

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 4

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

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 5

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.