



AD0-E559^{Q&As}

Adobe Marketo Engage Business Practitioner Expert

Pass Adobe AD0-E559 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.pass4itsure.com/ad0-e559.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Adobe
Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers





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.

QUESTION 2

Review the flow step from a smart campaign: Which email will a person receive who has opened Email 1, but not Email 2?

The screenshot shows a configuration window titled "1 - Send Email". It contains three choice rules:

- Choice 1:** If: Not Opened Email is Your program.Email 1. Email: Your program.Reminder 1.
- Choice 2:** If: Opened Email is Your program.Email 2. Email: -- Do Nothing --.
- Default Choice:** Email: Your program.Email 2.

A note at the bottom right states: "Note: Only the first matching choice applies".

- A. They will receive no email.
- B. They will receive Email 2.
- C. They will receive Reminder 1.



Correct Answer: B

The person will receive Email 2. This is because the flow step uses the "If Not Opened Email" choice with Email 1 as the constraint. This means that if a person has not opened Email 1, they will receive Email 2. If a person has opened Email 1, they will receive Reminder 1. If a person has opened both Email 1 and Email 2, they will receive no email.

QUESTION 3

Keeghan consistently monitors new names that are created in his Adobe Marketo Engage instance. His people performance report shows that there were 100 new leads created yesterday. He asked his team if they could confirm where the leads came from but unfortunately they did not know. There are no operational programs tracking and setting person source in the instance.

Which field can Keeghan check to give him some indication of where the leads came from?

- A. Original Source Info
- B. Lead Source
- C. Acquisition Program

Correct Answer: A

A field that can give some indication of where the leads came from is Original Source Info. This is a system-managed field that captures the first known referrer URL for a person. It can help identify the source of web traffic that led to the person's creation in the database. Lead Source and Acquisition Program are not system-managed fields and may not be populated or accurate for all leads

QUESTION 4

A field needs to be created on the Person object that is visible in both CRM and Adobe Marketo Engage. Which steps always need to be completed in order to accomplish this?

- A. Create a field on the lead or contact objects in CRM. provide read/write access to the Adobe Marketo Engage Sync User
- B. Create a field on the person object in Adobe Marketo Engage, refresh the schema in Adobe Marketo Engage
- C. Create a field on the lead and contact objects in CRM, add this field to Marketing User page layout

Correct Answer: B

QUESTION 5

A marketer built an event program and added a forecasted period cost of \$25,000 for the month/year the event will take place. The event was yesterday and today the marketer realized that they had additional variable costs above the original forecasted amount and updated the Period Cost to \$30,000 in the Adobe Marketo Engage event program the same day.

Their CEO wants to know the value in terms of how much the event cost compared to the pipeline and or revenue generated asap. When should the marketer generate a Revenue Cycle Explorer (RCE) report to ensure the true period



cost is reflected?

- A. The marketer should wait 24 hours for the updated period cost to be reflected in RCE.
- B. The marketer can generate the report straight away as RCE updates in real time.
- C. The marketer should calculate this manually, as the updated period cost will not be reflected in RCE.

Correct Answer: A

The marketer should wait 24 hours for the updated period cost to be reflected in RCE. This is because RCE data is refreshed once a day, usually at night. Therefore, any changes made to the period cost or other program attributes will not be visible in RCE until the next day. RCE does not update in real time, and the updated period cost will be reflected in RCE eventually.

[AD0-E559 VCE Dumps](#)

[AD0-E559 Exam Questions](#)

[AD0-E559 Braindumps](#)