AD0-E559^{Q&As}

Adobe Marketo Engage Business Practitioner Expert

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QUESTION 1

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 2

Rishi has identified a particular person that Adobe Marketo Engage consistently and repeatedly excludes from email sends. This issue persists even when the person qualifies for the smart list, even when Rishi marks the email operational, and even when Rishi turns off communication limits.

What are two fields on the persons record that have the power to prevent email sends to this extent? (Choose two.)

A. Unsubscribed

B. Marketing Suspended

C. Email Address

D. Email Invalid

Correct Answer: AD

Two fields on the person\\\'s record that have the power to prevent email sends to this extent are Unsubscribed and Email Invalid. Unsubscribed is a field that indicates whether a person has opted out of receiving marketing emails. If this field is set to True, Marketo Engage will not send any non-operational emails to that person. Email Invalid is a field that indicates whether a person\\\'s email address is valid or not. If this field is set to True, Marketo Engage will not send any emails (operational or non-operational) to that person. Marketing Suspended and Email Address do not have the same effect as Unsubscribed and Email Invalid.

QUESTION 3

The Acme Case Study program contains the following assets and campaigns:
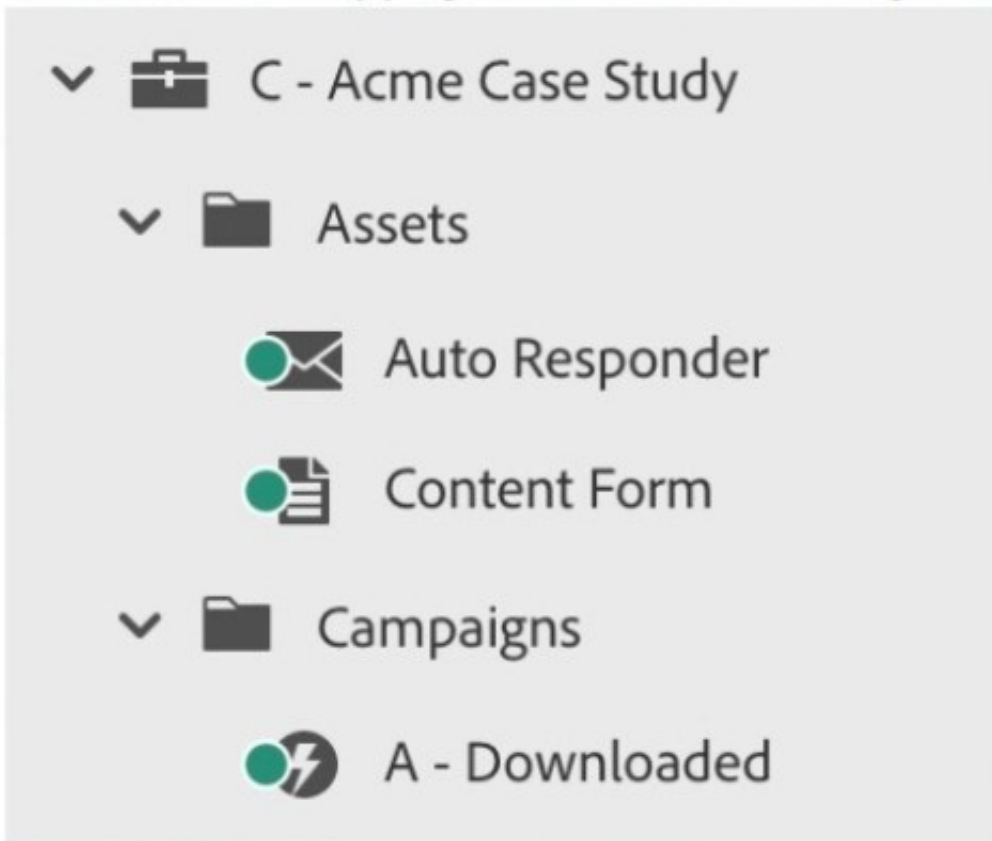
The A - Downloaded smart campaign contains the following trigger:
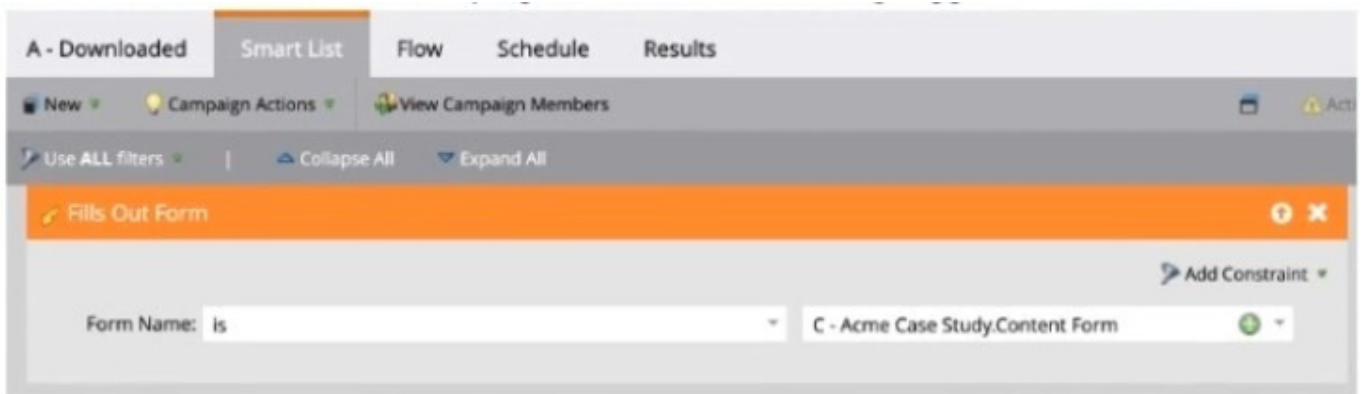
The A - Downloaded smart campaign contains the following flow steps:

A new person fills out the Content Form, which is embedded on the website. How will the acquisition program be captured for the person?

A. The Change Program Status flow step sets program membership and thus sets It as the acquisition program.

B. The program contains no mechanism to set the acquisition program for the person.

C. The Content Form is local to this program, so the program is automatically set as the acquisition program.

Correct Answer: C

The acquisition program will be captured for the person automatically because the Content Form is local to this program. This is because Adobe Marketo Engage automatically sets the acquisition program for a person when they fill out a form that is local to a program for the first time. The Change Program Status flow step does not set program membership or acquisition program, but only changes the status of an existing member. The program does not contain any other mechanism to set the acquisition program for the person.

QUESTION 4

Sally has built a webinar program, which she is due to launch in a few days. She has started to QA (quality assurance check) the program to ensure that the {{member.webinar url}} token is working correctly.

In what two ways can Sally test the confirmation email? (Choose two.)

A. Preview the Confirmation Email, send herself a sample, and click on the Join Webinar\\' CTA on D the Confirmation Email she receives in her mbox.

B. View Approved Registration Landing Page, complete the registration form, and click on the \\'Join Webinar\\' CTA on the Confirmation Email she receives in her Inbox.

C. Preview the Confirmation Email and view by \\'Person\\', send herself a sample, and click on the \\'Join Webinar\\' CTA on the Confirmation Email she receives in her Inbox.

D. Click the Register Now\\' CTA on the invite email, complete the registration form, and click eft the Join Webinar\\' CTA on the Confirmation Email she receives in her inbox.

Correct Answer: BD

Two ways that Sally can test the confirmation email are to view the approved registration landing page, complete the registration form, and click on the `Join Webinar\\' CTA on the confirmation email she receives in her inbox and to click the `Register Now\\' CTA on the invite email, complete the registration form, and click on the `Join Webinar\\' CTA on the confirmation email she receives in her inbox. These methods will allow Sally to test the confirmation email as a real person who registers for the webinar and verify that the {{member.webinar url}} token is working correctly. Previewing the confirmation email or sending herself a sample will not show the actual webinar URL for the token, as it depends on the person\\'s membership in the webinar program.

QUESTION 5

Garrin is building a smart campaign with the goal of sending an automated alert to sales when a person fills out a form and clicks a link in an email. He wants the automated email to only be sent out if that person is not unsubscribed and is located in the United States or Canada. To solve for this, Garrin built this smart list:

Given the smart list logic, did Garrin set the campaign up correctly to achieve his desired results?

A. Yes. The campaign will fire if a person fills out a form and clicks a link in an email.

B. No. The campaign will fire If a person fills out a form or clicks a link In an email.

C. No. Since the smart list has triggers and filters, it will only apply the trigger criteria.

Correct Answer: B

Garrin did not set up the campaign correctly to achieve his desired results. The campaign will fire if a person fills out a form or clicks a link in an email, not both. This is because he used an "or" filter logic for his triggers, which means that any one of them will qualify a person for the campaign. To make sure that a person fills out a form and clicks a link in an email, he should use an "and" filter logic instead

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QUESTION 6

A list is imported into Adobe Marketo Engage with \\'Country values of "US\\'. A Trigger based Smart Campaign identifies the non-standard values and updates the \\'Country\\' field values to \\'United States of America".

What best practice steps must be taken when embarking on developing such a process?

A. Create a folder within the Marketing Activities to store all data management processes, containing a Default\\' Program with a default \\'Operational" Channel with nested Smart Campaigns.

B. Create a folder within the Design Studio to store each of the Trigger based Smart Campaigns relating to data management, reporting on run performance from the folder \\'Campaign Activity\\' tab

C. Create a folder within the Marketing Activities to store all data management processes, containing a Default\\' Program with a default \\'Data Management\\' Channel with nested Smart Campaigns.

Correct Answer: C

The best practice steps that must be taken when embarking on developing such a process are to create a folder within the Marketing Activities to store all data management processes, containing a Default Program with a default Data Management Channel with nested Smart Campaigns. This will help organize and standardize the data management processes and make them easy to find and report on. The Data Management Channel is designed for operational programs that do not generate revenue or influence pipeline. Creating a folder within the Design Studio or using an Operational Channel will not achieve the same result.

QUESTION 7

A marketer wants to be efficient and effective with their A/B testing strategy. What A/B testing best practice should the user follow?

A. Run a combination of many tests sequentially and methodically.

B. Vary as many elements as possible in each test.

C. End the test as soon as one version surpasses the other.

Correct Answer: A

A best practice for A/B testing is to run a combination of many tests sequentially and methodically. This will help the marketer optimize their email performance by testing one element at a time and measuring its impact on key metrics such as open rate, click rate, conversion rate, etc. Varying as many elements as possible in each test or ending the test as soon as one version surpasses the other are not best practices for A/B testing, as they can lead to inaccurate or inconclusive results.

QUESTION 8

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 9

An Adobe Marketo Engage user created a form in Design Studio rather than within a program in Marketing Activities. According to best practices, what is a reason for creating a form in Design Studio?

A. There are more design options for the form\\'s layout

B. The form can be shared across workspaces

C. The form can be used across multiple programs

Correct Answer: C

A reason for creating a form in Design Studio rather than within a program in Marketing Activities is that the form can be used across multiple programs. This allows for reusability and consistency of forms. Creating a form in Design Studio does not offer more design options or enable sharing across workspaces

QUESTION 10

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.

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