



AD0-E559^{Q&As}

Adobe Marketo Engage Business Practitioner Expert

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QUESTION 1

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 'Send Email' configuration window with three choices. Choice 1 is 'If: Not Opened Email is Your program.Email 1' with email 'Your program.Reminder 1'. Choice 2 is 'If: Opened Email is Your program.Email 2' with email '-- Do Nothing --'. The Default Choice is 'Your program.Email 2'. A note at the bottom 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 2

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

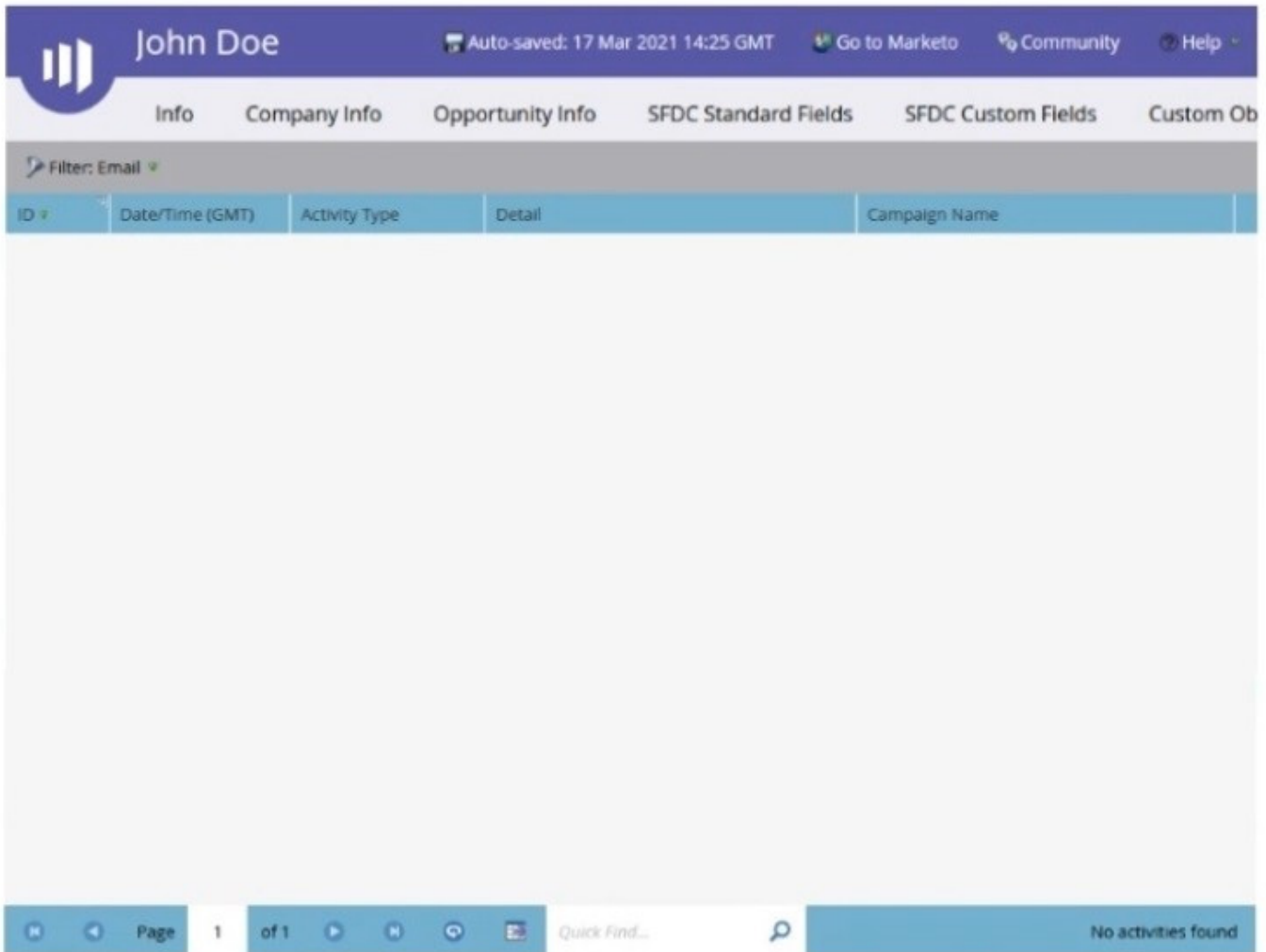
Correct Answer: C

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 3

A marketer decided to check the activity log of a person but does not find any activities as displayed below:



What is the reason the Activity Log tab is empty?

- A. The person activity is filtered.
- B. The activity log was exported by an API and is now empty
- C. The lead is anonymous.

Correct Answer: A

The reason the Activity Log tab is empty is that the person activity is filtered. This can happen when a filter is applied to the activity log, such as by date range, activity type, primary attribute, etc. To see all activities for a person, the filter should be cleared or adjusted. The activity log would not be exported by an API or emptied by an anonymous lead.

QUESTION 4



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 5

An analyst notices that a particular program does not appear in any revenue cycle explorer, program or opportunity analyzer reports.

Channel settings:

Channel:	★ Online Content
Applies to:	Default
Analytics Behavior:	Inclusive (regardless of period c) ▾

Program Settings:



Tags

Channel: Online Content

Costs (Total: 0)

Month: 11/2020 **Cost:** 0

Settings

Analytics Behavior: Operational

Based upon the program settings shown, what is a reason the program would not appear in reporting?

- A. The Analytics Behavior on the channel is set to Inclusive\.
- B. The Analytics Behavior on the program is set to Operational\.
- C. The program has the period cost set to 0 for the current month.

Correct Answer: B

A reason the program would not appear in reporting is that the Analytics Behavior on the program is set to Operational. Operational programs are excluded from most reports in Marketo Engage, such as Revenue Cycle Explorer, Program Analyzer, and Opportunity Analyzer. They are only included in Email Performance and Email Link Performance reports. The Analytics Behavior on the channel, the period cost, and the program status do not affect the program's visibility in reporting.

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