



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.geekcert.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

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 2

A marketer would like to 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 3

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.

QUESTION 4

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 5

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.

[AD0-E559 Study Guide](#)

[AD0-E559 Exam Questions](#)

[AD0-E559 Braindumps](#)