



AD0-E559^{Q&As}

Adobe Marketo Engage Business Practitioner Expert

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QUESTION 1

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 2

The duration of a wait step in an existing active smart campaign was modified from 2 days to 5 days. If there were 10 people in the Wait step when the step was changed, what would happen?

- A. The 10 people would remain in a 2 days duration.
- B. The 10 people would error out and skip the wait step.
- C. The 10 people would automatically follow the new duration.

Correct Answer: C

The 10 people would automatically follow the new duration. This is because when a wait step duration is modified in an active smart campaign, it affects all people who are currently in the wait step as well as new people who enter the wait step. The new duration will be calculated from the time each person entered the wait step. The 10 people would not remain in the old duration or error out and skip the wait step.

QUESTION 3

Sally is the Head of Marketing Operations at a Global Tech company. She has noticed that the quantity of marketing emails being sent in a week is not being managed according to the guidelines set out in the playbook.

Sally would like to use the controls available in their Adobe Marketo Engage instance to ensure she can stop any over-



communication by the Marketing Team across all regions at a global level.

Which option would be done in this scenario?

- A. Request a custom Duplicate Key from Support
- B. Set communication limits in the Admin.
- C. Marketers disable their program communication limits.

Correct Answer: B

Sally would set communication limits in the Admin to stop any over-communication by the Marketing Team across all regions at a global level. Communication limits are settings that control how many emails a person can receive within a certain time frame. They can be applied at the account level, workspace level, or program level. Setting communication limits in the Admin will affect all workspaces and programs in the account. Requesting a custom Duplicate Key from Support or disabling program communication limits will not help Sally achieve her goal.

QUESTION 4

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

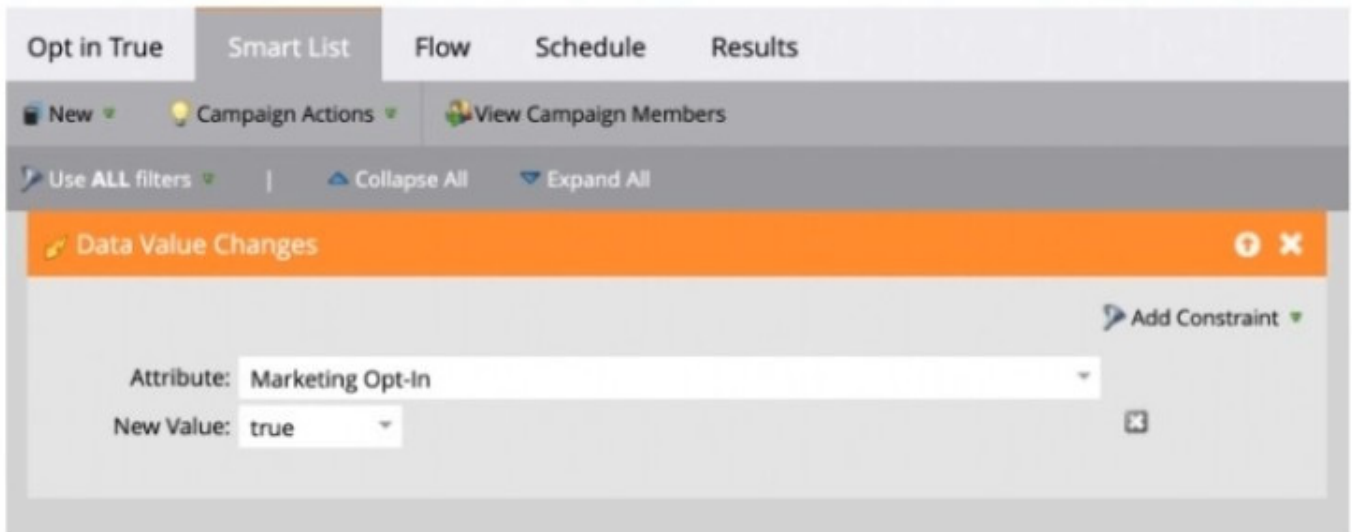
Correct Answer: A

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 5

Kelsey is building a consent management program. As part of the program build, Kelsey has built a smart campaign that will update a person's record with the opt-in date in the flow when their Marketing Opt-in changes to True. She has set up the following trigger campaign.

There are no other triggers or filters in the smart list in the smart campaign.



Will the campaign process all leads who have a Marketing Opt-in value of True?

- A. Yes, the campaign will process new and existing leads regardless of source (i.e., webform fill out, list import, CRM, etc.)
- B. No, the campaign will only process web form fill out leads but not leads from a list import.
- C. No, the campaign will process only existing leads but not new leads.

Correct Answer: B

The campaign will only process web form fill out leads but not leads from a list import. This is because the trigger "Data Value Changes" only fires when a person fills out a form, clicks a link in an email, or visits a web page with Munchkin tracking code. It does not fire when a person is created or updated by a list import, API call, CRM sync, or manual change. Therefore, only leads who fill out a form and change their Marketing Opt-in value to True will qualify for the campaign

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