



# AD0-E559<sup>Q&As</sup>

Adobe Marketo Engage Business Practitioner Expert

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### QUESTION 1

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 2

An Adobe Marketo Engage administrator is building a revenue model:



When validating the model, they received an error message.

What does the administrator need to do to correct the model validation error?

- A. Add triggers to all stage transitions.
- B. Add at least one SLA stage to the model.
- C. Add all stages to the success path.

Correct Answer: C

The administrator needs to add all stages to the success path to correct the model validation error. This is because a revenue model must have at least one stage on the success path, and the success path must be continuous and sequential. The administrator cannot leave any gaps or jumps between stages on the success path. Adding triggers or SLA stages is not required to validate the model.

### QUESTION 3



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An Adobe Marketo Engage event program is connected with a Webinar provider. What program status is mandatory to populate the {{member.webinar url}} token?

- A. Registered
- B. Any statuses, as long as the person is a member of the program
- C. Invited

Correct Answer: A

The program status that is mandatory to populate the {{member.webinar url}} token is Registered. This is because the token is populated by the webinar provider when a person registers for the webinar through Marketo Engage. If a person is not registered for the webinar, the token will not have a value. The program status Invited or any other status does not affect the token value.

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#### 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

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#### QUESTION 5

David wants to time-stamp a custom field called '\\MQL DateTime Most Recent\\' every time a person reaches the MQL stage. He will use a smart campaign that triggers upon MQL and the flow will have no wait steps.

Which type of token would he use in the "Change Data Value\\" flow step required to achieve his goal?

- A. System
- B. Person/Lead
- C. Trigger

Correct Answer: A



To time-stamp a custom field with the current date and time, David would use a System token in the "Change Data Value" flow step. System tokens are tokens that reference system-level information, such as date, time, IP address, etc. The System token for date and time is {{system.dateTime}}. Person/Lead tokens and Trigger tokens are not suitable for this purpose, as they reference person-level information or trigger-specific information.

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