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?

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

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.

QUESTION 3

Michael manages the Adobe Marketo Engage instance for his company. In order to ensure that each regional team can view and edit only their own programs, Michael has implemented Workspaces. The team recently hired an intern in the Asia Pacific Japan (APJ) region who will be responsible for cloning and preparing programs for launch, working strictly within the APJ Workspace. Custom Roles have not been set up in their Adobe Marketo Engage instance.

What is one step Michael must take in order to limit the intern\\\'s access to work strictly to the APJ Workspace?

A. Create a Role for the intern that grants permissions only for the APJ Partition.

B. Create a Role for the intern that grants permissions only for the APJ Workspace.

C. Create a User for the intern that grants access only to the APJ Workspace.

Correct Answer: C

To limit the intern\\\'s access to work strictly to the APJ Workspace, Michael must create a User for the intern that grants access only to the APJ Workspace. This can be done by selecting the APJ Workspace from the Workspaces drop-down menu when creating the User. The User will then only be able to view and edit programs and assets within that Workspace.

QUESTION 4

Ajay has joined as the Adobe Marketo Engage Administrator for ACMEWorld theme park. He would like a comprehensive list of actions that users have taken within the Adobe Marketo Engage instance in the last six months. Also, he wants to know who updated the Webinar registration landing page in the last month.

Where would Ajay find these details?

A. Check User Login History

B. Use Audit Trail

C. View Lead Activity

Correct Answer: B

To find a comprehensive list of actions that users have taken within the Adobe Marketo Engage instance in the last six months, Ajay can use Audit Trail. Audit Trail is a feature that tracks all user activities within an Adobe Marketo Engage instance, such as creating, updating, or deleting programs, assets, fields, users, roles, etc. Audit Trail also shows who updated the Webinar registration landing page in the last month by filtering by user name, date range, and activity type.

QUESTION 5

Bhaskar has implemented a new naming convention that calls for users to include PRODI, PR0D2, PROD3, or MULTI. These are to indicate which product line(s) the program is related to.

What is one new benefit Bhaskar will gain by implementing this new naming convention?

A. Bhaskar will be able to create a global product-specific scoring program that triggers off Program Status Changes with a Program Name constraint.

B. Bhaskar will be able to create product-specific dynamic content.

C. Bhaskar will be able to create product-specific nurtures.

Correct Answer: A

One new benefit Bhaskar will gain by implementing this new naming convention is that he will be able to create a global product-specific scoring program that triggers off Program Status Changes with a Program Name constraint. This will help him score leads based on their engagement with different product lines across different programs. For example, he can create a trigger that fires when Program Status is Changed and Program Name contains PROD1, and then add a flow step that increases the score for PROD1 by a certain amount. Creating product-specific dynamic content or nurtures does not require this naming convention.

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