AD0-E559 Q&As

Adobe Marketo Engage Business Practitioner Expert

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QUESTION 1

Sally has built a webinar program, which she is due to launch in a few days. She has started to QA (quality assurance check) the program to ensure that the {{member.webinar url}} token is working correctly.

In what two ways can Sally test the confirmation email? (Choose two.)

A. Preview the Confirmation Email, send herself a sample, and click on the Join Webinar\\' CTA on D the Confirmation Email she receives in her mbox.

B. View Approved Registration Landing Page, complete the registration form, and click on the \\'Join Webinar\\' CTA on the Confirmation Email she receives in her Inbox.

C. Preview the Confirmation Email and view by \\'Person\\', send herself a sample, and click on the \\'Join Webinar\\' CTA on the Confirmation Email she receives in her Inbox.

D. Click the Register Now\\' CTA on the invite email, complete the registration form, and click eft the Join Webinar\\' CTA on the Confirmation Email she receives in her inbox.

Correct Answer: BD

Two ways that Sally can test the confirmation email are to view the approved registration landing page, complete the registration form, and click on the `Join Webinar\\' CTA on the confirmation email she receives in her inbox and to click the `Register Now\\' CTA on the invite email, complete the registration form, and click on the `Join Webinar\\' CTA on the confirmation email she receives in her inbox. These methods will allow Sally to test the confirmation email as a real person who registers for the webinar and verify that the {{member.webinar url}} token is working correctly. Previewing the confirmation email or sending herself a sample will not show the actual webinar URL for the token, as it depends on the person\\'s membership in the webinar program.

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 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 4

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.

QUESTION 5

Garrin is building a smart campaign with the goal of sending an automated alert to sales when a person fills out a form and clicks a link in an email. He wants the automated email to only be sent out if that person is not unsubscribed and is located in the United States or Canada. To solve for this, Garrin built this smart list:

Given the smart list logic, did Garrin set the campaign up correctly to achieve his desired results?

A. Yes. The campaign will fire if a person fills out a form and clicks a link in an email.

B. No. The campaign will fire If a person fills out a form or clicks a link In an email.

C. No. Since the smart list has triggers and filters, it will only apply the trigger criteria.

Correct Answer: B

Garrin did not set up the campaign correctly to achieve his desired results. The campaign will fire if a person fills out a form or clicks a link in an email, not both. This is because he used an "or" filter logic for his triggers, which means that any one of them will qualify a person for the campaign. To make sure that a person fills out a form and clicks a link in an email, he should use an "and" filter logic instead

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