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

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**

Rocky is in the process of sending an email from Adobe Marketo Engage for the first time. What two QA (quality assurance checks) would he perform on the email before it is launched? (Choose two.)

A. Ensure the right Tokens are used and default values are set.

B. Ensure that Marketing Suspended records have been added to the target audience

C. Ensure the unsubscribe link is not used.

D. Ensure there are HTML and Text versions of the email.

Correct Answer: AD

Two QA checks that Rocky would perform on the email before it is launched are to ensure the right tokens are used and default values are set and to ensure there are HTML and text versions of the email. These checks will help Rocky avoid

errors or blank spaces in his email content and ensure that his email can be viewed by different email clients and devices. Ensuring that marketing suspended records have been added to the target audience or ensuring that the unsubscribe link is not used are not QA checks for the email, as they do not affect its appearance or functionality

**QUESTION 3**

There is a need to configure a Trigger based Smart Campaign that scores a \\'Person\\' when at least five tracked webpages have been visited in a 24 hour window.

With the use of the \\'Visits Web Page" Trigger, how would this be achieved?

A. Edit the Qualification Rules\\' of the Smart Campaign to be set as once every one day.

B. Alongside the Trigger, include a Filter\\' to the Smart List of Visited Web Page\\', with Date of Activity\\' and Visits Web Page\\' Constraints.

C. Add the Min. Number of Times\\' and Date of Activity" Constraints to the existing Visits Web Page\\' Trigger.

Correct Answer: C

To configure a trigger-based smart campaign that scores a person when at least five tracked webpages have been visited in a 24 hour window, he would add the Min. Number of Times and Date of Activity constraints to the existing Visits Web Page trigger. The Min. Number of Times constraint allows him to specify how many times a person must visit a webpage to qualify for the campaign, and the Date of Activity constraint allows him to specify the time frame for the visits. Editing the Qualification Rules or adding a filter will not achieve the desired result.

**QUESTION 4**

Aya has finished building a webinar program in Adobe Marketo Engage and connected it to a Launchpoint partner. Webinar registration is being handled by an Adobe Marketo Engage landing page. During the quality assurance process, she visited the landing page and registered for the webinar for the first time, however, a confirmation email was not sent.

What are two places to troubleshoot? (Choose two.)

A. Check to see if the confirmation email has the correct {{memberwebinar uri?token.

B. Check to see if the smart campaign is set to run every time or run once.

C. Check to see if the smart campaign handling the registration has any members.

D. Check to see if the person is a member of the Adobe Marketo Engage webinar program and set to the registered status.

Correct Answer: BC

Two places to troubleshoot are to check to see if the smart campaign handling the registration has any members and to check to see if the person is a member of the Adobe Marketo Engage webinar program and set to the registered status. These checks will help Aya determine if there is any issue with her smart campaign logic or her program membership settings that prevented her from receiving the confirmation email. Checking if the confirmation email has the correct token or if the smart campaign is set to run every time or run once will not help Aya troubleshoot this issue, as they do not affect whether she receives the confirmation email or not.

**QUESTION 5**

A marketer has been asked to set up an event program. The event manager wants all participants of the event to indicate their preferred break-out session upon registration. What would the marketer include on the registration form to capture this information without the risk of the information being overwritten, assuming a person only registers once?

A. A Program Member Custom Field

B. A Visibility Rule

C. A Program Member Token

Correct Answer: A

The marketer would include a Program Member Custom Field on the registration form to capture this information without the risk of the information being overwritten. A Program Member Custom Field is a field that is specific to a program and a person, and it can store different values for different programs. This way, the person can indicate their preferred break-out session for each event they register for, without affecting their previous or future choices. A Visibility Rule is not a field, but a way to show or hide fields based on other fields. A Program Member Token is not a field, but a way to reference a Program Member Custom Field value in an email or landing page

**QUESTION 6**

An Adobe Marketo Engage Expert would like to create a lead scoring model to help sales focus on the most promising leads. What is a best practice when creating a scoring model?

A. Ask the marketing team to provide the characteristics they think should be included.

B. Look at previous wins or gather sales feedback to identify shared characteristics of the people that became customers.

C. Import a best practice lead scoring program template from the Adobe Marketo Engage program ?library.

Correct Answer: B

A best practice when creating a scoring model is to look at previous wins or gather sales feedback to identify shared characteristics of the people that became customers. This will help the marketer understand which behaviors and attributes are most indicative of sales readiness and assign appropriate scores accordingly. Asking the marketing team or importing a template may not reflect the unique needs and goals of the business.

**QUESTION 7**

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.

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**QUESTION 8**

A marketer decided to check the activity log of a person but does not find any activities as displayed below:
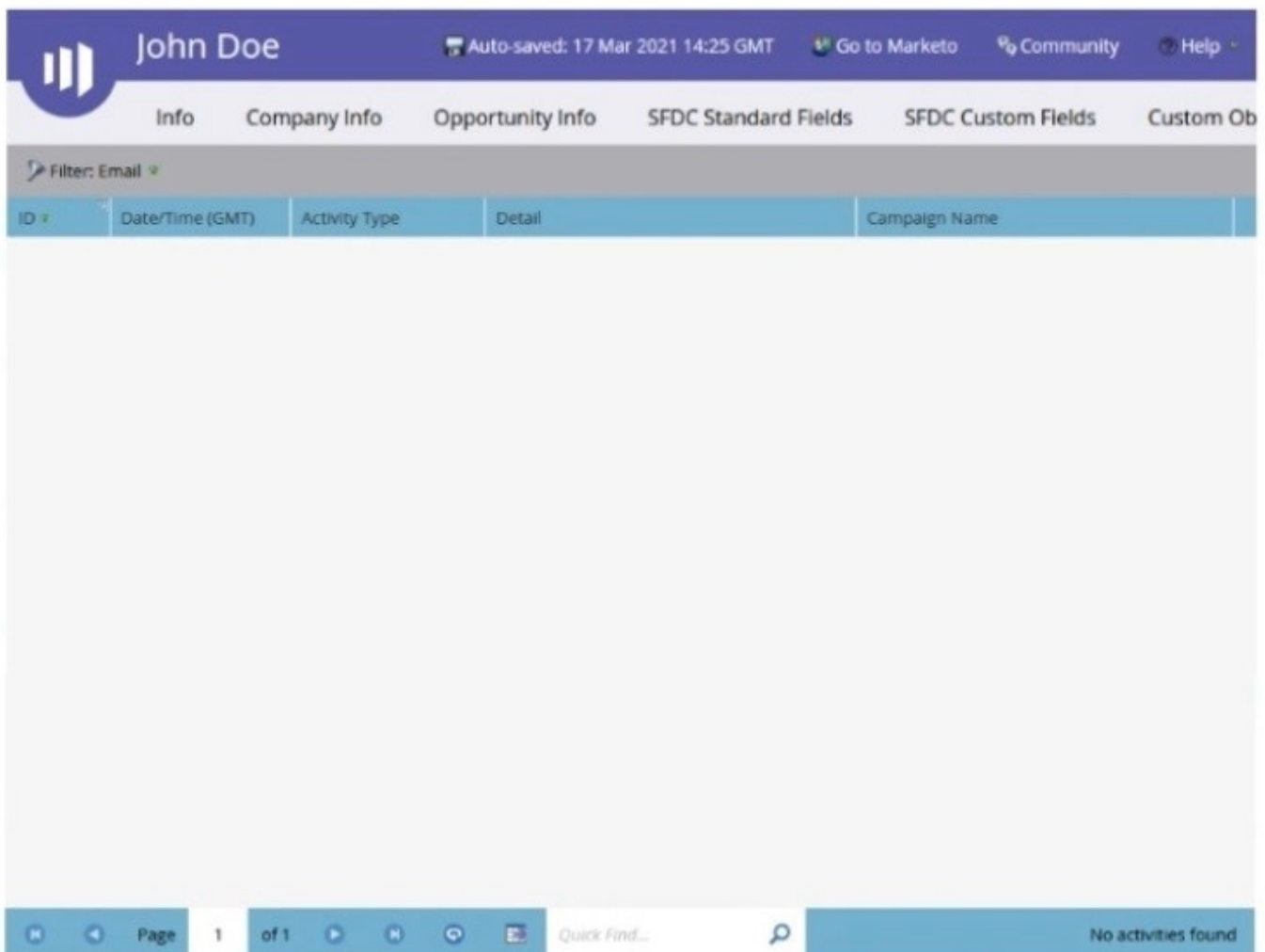
What is the reason the Activity Log tab is empty?

A. The person activity Is filtered.

B. The activity log was exported by an API and is now empty

C. The lead is anonymous.

Correct Answer: A

The reason the Activity Log tab is empty is that the person activity is filtered. This can happen when a filter is applied to the activity log, such as by date range, activity type, primary attribute, etc. To see all activities for a person, the filter should be cleared or adjusted. The activity log would not be exported by an API or emptied by an anonymous lead.

**QUESTION 9**

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.

**QUESTION 10**

An Adobe Marketo Engage expert works for Desserts4You and has created a segmentation to help with email campaigns.

Dynamic content is being used in the email blast and is segmented based on dessert preferences. Specific messaging has been created for each dessert segment.

There are three records in the database. Miri likes apple pie and sticky toffee pudding. Jacinda likes tiramisu and apple pie. Indira likes sticky toffee pudding.

What message will each person receive?

A. Miri will receive an email with both apple pie and sticky toffee pudding messaging. Jacinda will receive an email with tiramisu and apple pie messaging. Indira will receive an email with sticky toffee pudding messaging.

B. Miri will receive an email with apple pie messaging. Jacinda will receive an email with tiramisu messaging. Indira will receive an email with sticky toffee pudding messaging.

C. Miri will receive an email with sticky toffee pudding messaging. Jacinda will receive an email with apple pie messaging. Indira will receive an email with sticky toffee pudding messaging.

Correct Answer: B

Miri will receive an email with apple pie messaging. Jacinda will receive an email with tiramisu messaging. Indira will receive an email with sticky toffee pudding messaging. This is because the segmentation is based on dessert preferences, and each segment has only one dessert assigned to it. Therefore, each person will receive the message that corresponds to their first dessert preference in alphabetical order. For example, Miri likes apple pie and sticky toffee pudding, but apple pie comes before sticky toffee pudding in alphabetical order, so she will receive the apple pie message. The other options are incorrect because they do not follow this logic

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