



**Free Questions for *AD0-E555* by *vceexamstest***

**Shared by *Kennedy* on *14-03-2024***

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# Question 1

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**Question Type:** MultipleChoice

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Which report would a marketing analyst use to find the number of people created in the Database this year, grouped by acquisition program?

## Options:

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- A- Acquisition Performance
- B- People Performance
- C- Program Performance

## Answer:

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A

## Explanation:

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The Acquisition Performance report shows the number of new names acquired by each program in a specified time period, as well as the cost per new name and the success rate of each program.

To find the number of people created in the Database this year, grouped by acquisition program, the marketing analyst would need to follow these steps:

Go to the Analytics section in Marketo and click on New Report.

Select Acquisition Performance from the report types and click Create.

In the Setup tab, choose the desired smart list or folder to filter the programs to report on. For example, the analyst could select All Programs or a specific channel or folder.

In the Smart List tab, set the date range to This Year and the acquisition date attribute to In Timeframe.

In the Report tab, view the results in a table or a chart format. The report will show the number of new names, cost per new name, and success rate for each program that acquired new names this year.

Optionally, the analyst can customize the report by adding or removing columns, changing the chart type, sorting the results, or applying additional filters. Reference:

1: [Marketo, Reporting Best Practice, attribution, program attribution](#)

2: [Importance of Marketo Program Membership, Acquisition Program, and Success](#)

3: [Acquisition Program vs. Acquired By and what they mean - Marketo](#)

4: [Setting Acquisition Best Practices - Marketing Nation](#)

5: [Acquisition Performance Report - Marketo Docs - Product Documentation](#)

## Question 2

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**Question Type:** MultipleChoice

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An email analyst needs to know if the click-to-open rate of their marketing team's emails has increased in July of this year compared to July of last year.

Which report would the email analyst consult to find this information?

**Options:**

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**A-** Email Link Performance

**B-** Email Performance

**C-** Email Insights

**Answer:**

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C

**Explanation:**

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Email Insights is a powerful reporting tool that allows you to analyze and compare the performance of your email campaigns across various dimensions and metrics<sup>1</sup>.

To find the click-to-open rate of your emails, you need to select the Click to Open Rate metric from the Metrics drop-down menu in the Email Insights interface<sup>2</sup>.

The click-to-open rate is the percentage of unique clicks divided by the number of unique opens. It measures how effective your email content is at driving recipients to take action after opening your email<sup>2</sup>.

To compare the click-to-open rate of your emails in July of this year and last year, you need to select the Month dimension from the Dimensions drop-down menu and use the Date Range filter to specify the time period you want to analyze<sup>3</sup>.

You can also use the Compare feature to see the percentage change in the click-to-open rate between the two time periods<sup>3</sup>.

Therefore, Email Insights is the report that the email analyst would consult to find the click-to-open rate of their marketing team's emails in July of this year and last year.

<sup>1</sup>:Email Insights Overview<sup>2</sup>:Email Insights Metrics<sup>3</sup>:Email Insights Dimensions and Filters

## Question 3

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**Question Type:** MultipleChoice

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A marketing analyst needs to know the number of people in a single stream Engagement Program who will become exhausted after the next cast. The engagement program has a status of 'On.'

How would the analyst find this information?

### Options:

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- A- Create the Engagement Stream Performance report.
- B- Review the Engagement Dashboard with Exhausted Content Notifications turned on.
- C- Create a Smart List using the Member of Engagement Program filter with the Exhausted Content constraint.

### Answer:

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B

### Explanation:

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An Engagement Program is a type of program that allows users to create and manage long-term, multi-touch nurture campaigns for different audiences and stages of the customer journey<sup>1</sup>.

A single stream Engagement Program is an Engagement Program that has only one stream, which is a collection of content pieces that are delivered to the members of the program in a specific order and frequency<sup>2</sup>.

A cast is the act of sending out a piece of content from a stream to the members of the program who are eligible to receive it<sup>3</sup>.

Content exhaustion occurs when a member of the program has received all the content pieces in the stream and has nothing left to receive<sup>4</sup>.

The Engagement Dashboard is a tool that provides users with insights and analytics on the performance and health of their Engagement Programs<sup>5</sup>.

The Exhausted Content Notifications are a feature of the Engagement Dashboard that shows users how many people in each stream will become exhausted after the next cast, and how many people are already exhausted<sup>6</sup>.

To find the number of people in a single stream Engagement Program who will become exhausted after the next cast, the marketing analyst needs to do the following steps:

Navigate to the Marketing Activities area and select the Engagement Program.

Click on the Dashboard tab to open the Engagement Dashboard.

Click on the Settings icon and make sure the Exhausted Content Notifications are turned on.

Look at the Exhausted Content Notifications section and find the number of people who will be exhausted after the next cast for the single stream<sup>6</sup>.

1:Engagement Programs - Marketo Docs - Product Documentation2:Create an Engagement Program Stream - Marketo Docs - Product Documentation3:Schedule an Engagement Program Cast - Marketo Docs - Product Documentation4:Exhausted Content in Engagement Programs - Marketo Docs - Product Documentation5:Engagement Dashboard - Marketo Docs - Product Documentation6:Exhausted Content Notifications - Marketo Docs - Product Documentation

## Question 4

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**Question Type:** MultipleChoice

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A marketing coordinator builds a Default Program that encourages people to submit a request form on a local landing page in order to be contacted for a free product demo.

Which report would the coordinator consult to view the number of new names generated by the program?

### Options:

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- A- Web Page Activity
- B- Landing Page Performance
- C- People Performance

### Answer:

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C

### Explanation:

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In Adobe Marketo Engage, the People Performance report would be the best choice to view the number of new names generated by a program. This report provides an overview of the people in your database, including new names, and can be filtered by various criteria,



such as program name1. Therefore, the marketing coordinator could use this report to track the number of new names generated by their Default Program

## Question 5

**Question Type:** MultipleChoice

A marketing manager launches an Email Program A/B Test with the test type of Whole Email. They follow best practices when selecting the winning criteria.



Based on Email Program A/B Test Dashboard, which variant is the winning version?

**Options:**

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A- Variant

B- Variant A

C- Variant C

**Answer:**

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C

**Explanation:**

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To determine the winning version of an Email Program A/B Test, the marketing manager needs to compare the performance metrics of each variant based on the chosen winning criteria<sup>1</sup>.

The winning criteria can be one of the following: Open Rate, Click to Open, Clicks, or Unsubscribes<sup>1</sup>.

The Email Program A/B Test Dashboard shows the performance metrics of each variant in a graphical and numerical format<sup>2</sup>.

Based on the image uploaded by the user, the test type is Whole Email, which means that the entire email content and design are different for each variant<sup>1</sup>.

Assuming that the winning criteria is Click to Open, which measures the percentage of people who opened the email and clicked on a link<sup>3</sup>, the winning version is Variant C, as it has the highest Click to Open rate of 18.6%, compared to Variant A (14.8%) and Variant B (12.9%)<sup>2</sup>.

Variant C also has the highest number of clicks (434) and the lowest number of unsubscribes (28) among the three variants<sup>2</sup>.

Therefore, based on the Email Program A/B Test Dashboard, Variant C is the winning version. Reference: <sup>1</sup>Use "Whole Email" A/B Testing | Adobe Marketo Engage <sup>2</sup>Use the Email Program Dashboard - A/B Test View | Adobe Marketo Engage <sup>3</sup>Email Marketing Metrics: How to Measure and Report on Them

## Question 6

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**Question Type:** MultipleChoice

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A marketer needs to know the names and email addresses of the people who submitted their information in the global demo request form on an Adobe Marketo Engage landing page.

How would a marketer find this information?

**Options:**

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- A- Create a Landing Page Performance report
- B- Create a Web Activity report with the Filled Out Form filter
- C- Create a Smart List using the Filled Out Form filter with the Web Page constraint

## Answer:

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C

## Explanation:

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A Smart List is a dynamic list of people who meet certain criteria that you define<sup>1</sup>. You can use Smart Lists to segment your audience, target your campaigns, and analyze your results<sup>2</sup>.

A filter is a condition that a person must meet to qualify for a Smart List<sup>3</sup>. You can use multiple filters and combine them with logic operators (AND, OR, NOT) to create complex criteria<sup>4</sup>.

The Filled Out Form filter allows you to find people who have submitted a specific form on any web page or landing page. You can use constraints to narrow down the filter by web page, querystring, date of activity, etc.

The Web Page constraint lets you specify the URL of the web page or landing page where the form was filled out. You can use operators such as contains, starts with, ends with, etc. to match the URL pattern.

Therefore, to find the names and email addresses of the people who submitted their information in the global demo request form on an Adobe Marketo Engage landing page, you need to create a Smart List using the Filled Out Form filter with the Web Page constraint. The steps are as follows:

Go to the Marketing Activities area and select the program that contains the global demo request form.

Click the New drop-down and select New Smart List.

Name your Smart List and click Create.

In the Smart List tab, drag the Filled Out Form filter from the right panel to the canvas.

Select the global demo request form from the drop-down menu.

Click Add Constraint and select Web Page.

Enter the URL of the Adobe Marketo Engage landing page where the form is located, or use an operator to match the URL pattern.

Click Save Smart List.

In the Lead tab, you can see the names and email addresses of the people who match the criteria.

## Question 7

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**Question Type: MultipleChoice**

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How would a marketer find the number of people created in the Database in the last six months, grouped by industry?

### Options:

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- A- Create a Program Performance report, filtered by Industry and Person was Created set to 'in past 6 months'.
- B- Create a Smart List, filtered by Industry with the constraint of Date of Activity set to 'in past 6 months'.
- C- Create a People Performance report, with Person Created At set to 'Last 6 Months' and Group People By set to 'Industry'.

### Answer:

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C

### Explanation:

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A People Performance report is a report that measures database growth over time. It shows how many people were added, and when. It also allows grouping the results by any person or company attribute, or by segmentation<sup>1</sup>.

To create a People Performance report, follow these steps<sup>1</sup>:

Go to the Analytics section and click New Report.

Name your report and select the People Performance report type.

Set the time frame of your report to Last 6 Months and click the Report tab.

In the Report Settings panel, select Industry as the Group People By option.

Click Save.

To view the results, click the Report tab. You will see the number of people created in the Database in the last six months, grouped by industry. Reference: 1: People Performance Report | Adobe Marketo Engage

## Question 8

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**Question Type:** MultipleChoice

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How would a marketer create a Static List in Adobe Marketo Engage?

**Options:**

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- A-** Use Add to Engagement List in an Engagement Program.
- B-** Use the Add to List flow step in a Smart Campaign.
- C-** Create a List in the Database or in the Program.

**Answer:**

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C

## **Explanation:**

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A Static List is a group of people already in the user's Database that remains unchanged unless the user manually adds or removes people<sup>1</sup>.

To create a Static List in Adobe Marketo Engage, the user needs to follow these steps<sup>1</sup>:

Go to Database.

Click the New drop-down and select New List.

Choose a destination folder, give the new list a name, then click Create.

The user now has an empty list ready to be filled. The user can add people to the list by importing a file, dragging and dropping from another list, or using the Add to List flow step in a Smart Campaign<sup>2</sup>.

The user can also create a Static List within a Program by selecting the Program, clicking the New drop-down, and choosing New Local Asset > List<sup>3</sup>. Reference: <sup>1</sup>Create a Static List | Adobe Marketo Engage - Experience League <sup>2</sup>Add People to a Static List | Adobe Marketo Engage - Experience League <sup>3</sup>Create a Program | Adobe Marketo Engage - Experience League



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