



Adobe AD0-E555 Practice Questions

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Question 1

Question Type: MultipleChoice

What is the relationship between triggers and filters in a Smart Campaign?

Options:

- A- All triggers OR the filter criteria must be met for the person to qualify for the Smart Campaign.
- B- Any triggers AND the filter criteria must be met for the person to qualify for the Smart Campaign
- C- All triggers AND the filter criteria must be met for the person to qualify for the Smart Campaign.

Answer:

A

Explanation:

In Marketo Smart Campaigns, triggers and filters work with an OR/AND relationship:

Triggers (Orange): Triggers watch for specific actions or changes in lead data. If any of the triggers you define are met, the lead becomes eligible for the Smart Campaign's actions. Triggers operate on an OR basis.

Filters (Green): Filters further refine the audience by applying additional criteria. The lead must meet the filter criteria AND have been activated by at least one trigger. Filters operate on an AND basis.

Example:

Smart Campaign:

Triggers:

Fills out Form A

Visits Pricing Page

Filters:

Job Title = 'Director'

Country = 'United States'

In this example, a lead will qualify for the Smart Campaign if they:

Fill out Form AORVisit the Pricing PageANDTheir job title is DirectorANDthey are located in the United States.

Question 2

Question Type: MultipleChoice

What happens when an approved Adobe Marketo Engage landing page is edited?

Options:

- A- Adobe Marketo Engage will approve the changes automatically.
- B- All changes appear immediately on the live landing page when the Landing Page Editor is closed
- C- Changes will not appear on the live landing page until the draft is approved.

Answer:

C

Explanation:

Landing pages are in draft mode until you approve them. Approval makes pages available in the rest of the system. When you edit an approved landing page, Marketo saves the draft, but continues to use the approved version until you approve the draft. You can approve a landing page by selecting it, going to Landing Page Actions and clicking Approve. You can also approve multiple pages at once to make your life easier.

Question 3

Question Type: MultipleChoice

Which effect does a paused cadence have on a member of a live Engagement Program?

Options:

- A- The paused member will be removed from the Engagement Program.
- B- The paused member will not receive activated content in the next cast
- C- The paused member will receive activated content in the next cast.

Answer:

B

Explanation:

An Engagement Program is a type of campaign in Adobe Marketo Engage that allows you to send a series of content to a target audience over time¹.

A cast is the process of sending out content to the members of an Engagement Program².

A cadence is the frequency and schedule of the casts³.

You can use the Change Engagement Program Cadence flow step to pause or resume a member of an Engagement Program⁴.

When a member is paused, they will not receive any activated content in the next cast, even if they have not exhausted all the content in their stream⁴.

When a member is resumed, they will start receiving content again from where they left off⁴.

Pausing a member will not remove them from the Engagement Program or affect their stream transition⁴.

Question 4

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:

- A- Variant
- B- Variant A
- C- Variant C

Answer:

C

Explanation:

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 criteria¹.

The winning criteria can be one of the following: Open Rate, Click to Open, Clicks, or Unsubscribes¹.

The Email Program A/B Test Dashboard shows the performance metrics of each variant in a graphical and numerical format².

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 variant¹.

Assuming that the winning criteria is Click to Open, which measures the percentage of people who opened the email and clicked on a link³, 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%)².

Variant C also has the highest number of clicks (434) and the lowest number of unsubscribes (28) among the three variants².

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

Measure and Report on Them

Question 5

Question Type: MultipleChoice

Which token would a marketer use to include a unique access URL in a webinar confirmation email?

Options:

- A- {{my.member URL}}
- B- {{member webinar url}}
- C- {{lead.webinar url}}

Answer:

B

Explanation:

To include a unique access URL in a webinar confirmation email, the marketer would use the {{member webinar url}} token. This token is a type of Member Token, which is used to insert unique values from integrated services partners. A common use of Member Tokens is for unique URLs for webinar attendees. Each person has a unique URL to access the webinar that can be inserted using the {{member webinar url}} token. The marketer would need to create a text token called Webinar Key in the My Tokens tab of the Marketo webinar program, and copy the webinar ID from the integrated service partner (such as GoToWebinar) into the Value box. Then, the marketer would use the {{member webinar url}} token in the confirmation email content.

Question 6

Question Type: MultipleChoice

How would a marketing manager modify the URL of an Adobe Marketo Engage landing page?

Options:

- A- Landing Page Actions > URL Tools > URL Builder
- B- Edit Draft > Edit Landing Page > Edit URL Settings
- C- Landing Page Actions > URL Tools > Edit URL Settings

Answer:

C

Explanation:

A landing page is a web page that you create and host in Marketo Engage that allows you to capture information from visitors, such as their name, email address, or company name¹.

A landing page URL is the web address that visitors use to access your landing page. By default, Marketo Engage generates a landing page URL based on the name of your landing page and the domain of your Marketo Engage instance².

However, you can modify the landing page URL to make it more SEO friendly, descriptive, or consistent with your branding².

To modify the landing page URL, you need to follow these steps²³:

Go to Marketing Activities and select your program that contains the landing page you want to modify.

Select the landing page and click Landing Page Actions.

Click URL Tools and then click Edit URL Settings.

In the Edit URL Settings dialog box, you can change the following options:

Page Name: This is the part of the URL that comes after the domain name and the slash. You can enter any alphanumeric characters, hyphens, or underscores. Avoid using spaces or special characters.

Domain Name: This is the part of the URL that identifies your Marketo Engage instance. You can choose from the available domains that you have configured in your Admin settings. If you have a custom domain, you can also use it here.

SSL: This is the option to enable or disable secure HTTPS protocol for your landing page. If you enable SSL, your landing page URL will start with https:// instead of http://. This can improve the security and trustworthiness of your landing page. However, you need to have a valid SSL certificate for your domain to use this option.

Click Save to apply your changes to the landing page URL.

Question 7

Question Type: MultipleChoice

Without using Smart Campaigns, communication limits automatically apply to which two program types? (Select two.)

Options:

- A- Default
- B- Email
- C- Engagement
- D- Event

P2P
exams

Answer:

B, C

Explanation:

Communication limits are a feature in Marketo that prevent you from over-emailing your leads by setting a maximum number of emails they can receive per day or per week. Communication limits automatically apply to all email and engagement programs, which are two types of programs that send emails to your leads. Email programs are used to send one-time or recurring emails, while engagement programs are used to send a series of emails over time based on a predefined schedule and logic. You can enable or disable communication limits for each email or engagement program by checking or unchecking the box that says "If a person has reached communication limits, block non-operational emails". Operational emails are emails that are marked as critical or transactional and should always be sent regardless of communication limits, unsubscribes, or marketing suspensions. Communication limits do not apply to other types of programs, such as default, event, or webinar programs, unless you use smart campaigns within those programs to send emails. Smart campaigns are a way to define the logic and actions for your marketing activities, such as sending emails, updating lead data, adding leads to lists, etc. You can enable or disable communication limits for each smart campaign by checking or unchecking the same box as above. You can also set the default behavior for smart campaigns in the Admin area, under Communication Limits. Reference:

Enable Communication Limits

More Than You Ever Want To Know About Communication Limits

Email Programs

Engagement Programs

Operational Emails

Smart Campaigns

Question 8**Question Type:** MultipleChoice

To receive marketing emails from a company, a person must sign up via a form submission. Then, an email will be sent that requires a click to confirm the opt-in.

Which type of opt-in process is being used?

Options:

- A- Single opt-in
- B- Automatic opt-in
- C- Double opt-in

Answer:

C

Explanation:

A single opt-in process is when a person fills out a form and is automatically added to the mailing list without any further confirmation¹.

An automatic opt-in process is when a person is added to the mailing list without their explicit consent, such as by pre-checking a box or by purchasing a product².

A double opt-in process is when a person fills out a form and is then sent an email that requires a click to confirm the opt-in. This ensures that the person has given their permission and has a valid email address³.

Therefore, the correct answer is C. Double opt-in, as it matches the description of the scenario given in the question. Reference:

1: How to Set Up Double Opt-In (COI) - Marketo

2: Opt-In Email Marketing Benefits and Best Practices for 2024

3: Double opt in process - Marketing Nation

Question 9

Question Type: MultipleChoice

A marketing manager creates an Email Program in January and spends \$100 on stock photography for the email that month. The email deploys in February.

As a best practice, in which month(s) would the period cost be inputted in the program Setup tab?

Options:

- A- The total cost should be split between the month the cost is incurred and the month the program is live (January and February)
- B- The month in which the cost is incurred (January)
- C- The month in which the program is live (February)

Answer:

B

Explanation:

In Adobe Marketo Engage, when a marketing manager incurs a cost for an Email Program, the best practice is to input the period cost in the program Setup tab in the month in which the cost is incurred¹. In this case, the marketing manager spent \$100 on stock photography for the email in January, so the period cost should be inputted in January¹. This allows for accurate tracking and reporting of marketing expenses, which is crucial for budgeting and financial planning

Question 10

Question Type: MultipleChoice

What are two System Smart Lists in Adobe Marketo Engage? (Select two.)

Options:

- A- Marketing Qualified
- B- Sales Qualified
- C- Unsubscribed People

D- Marketing Suspended

Answer:

C, D

Explanation:

System Smart Lists are predefined Smart Lists that are available in every Adobe Marketo Engage instance. They are located in the Database section under the System Smart Lists folder¹.

System Smart Lists allow users to quickly access common groups of people based on their attributes or activities, such as All Leads, Anonymous Leads, Blacklisted, Deleted Leads, etc¹.

Unsubscribed People is a System Smart List that shows all the people who have opted out of receiving emails from the user's organization¹. This list is useful for complying with email regulations and respecting the preferences of the recipients².

Marketing Suspended is a System Smart List that shows all the people who have been temporarily blocked from receiving any marketing communication from the user's organization¹. This list is useful for managing the frequency and timing of the messages and avoiding spam complaints. Reference: ¹: Understanding Smart Lists | Adobe Marketo Engage - Experience League²: [Unsubscribe from Email | Adobe Marketo Engage - Experience League] : [Marketing Suspended | Adobe Marketo Engage - Experience League]

Question 11

Question Type: MultipleChoice

Which two assets can be dynamic in Adobe Marketo Engage? (Choose two.)

Options:

- A- Forms
- B- Emails
- C- Landing pages
- D- Images

Answer:

B, C

Explanation:

Dynamic content is a feature of Adobe Marketo Engage that allows you to customize how different people see a landing page or email based on their segmentation¹.

Segmentation is the process of dividing your audience into subgroups based on a smart list rule, such as industry, location, or behavior¹.

You can create different segments and apply them to different program types, such as email, landing page, or web personalization¹.

To use dynamic content, you need to add dynamic content blocks into your landing page or email. These blocks tell Marketo that you want that piece of content to be different depending on which person views it¹.

For example, you can have a dynamic email subject line that changes based on the recipient's industry, or a dynamic landing page headline that changes based on the recipient's location¹.

You can also use snippets, which are reusable pieces of content that can be updated centrally and applied to multiple assets, such as emails or landing pages².

Snippets can also be dynamic, meaning that they can change based on the segment of the person viewing them².

For example, you can use a snippet as a signature in an email, and have it dynamically change the sender's name and title based on the recipient's location².

Therefore, the two assets that can be dynamic in Adobe Marketo Engage are emails and landing pages, as they can both use dynamic content blocks and snippets to personalize the content for different segments of the audience. Reference: ¹Understanding Dynamic Content | Adobe Marketo Engage ²Understanding Snippets | Adobe Marketo Engage

Question 12

Question Type: MultipleChoice

How would a marketer find out how many people changed their Person Status from Marketing Qualified to Sales Qualified in the past 30 days?

Options:

- A- Create a Program Performance report, filtered by channel and period cost
- B- Create a list with Data Value Changed filter, add constraint with Previous Value. New Value, and Date of Activity
- C- Create a Smart List with Data Value Changed filter, add constraint with Previous Value. New

Value, and Date of Activity

Answer:

C

Explanation:

A Smart List is a dynamic list of people who meet certain criteria, such as having a specific attribute, behavior, or activity¹.

A Data Value Changed filter is a filter that allows you to find people who have changed the value of a specific field².

A constraint is a condition that further narrows down the filter criteria³.

To create a Smart List with Data Value Changed filter, follow these steps⁴:

Go to the Database section and click New Smart List.

Name your Smart List and click Create.

In the Smart List tab, drag and drop the Data Value Changed filter from the right panel to the canvas.

In the filter settings, select Person Status as the Attribute.

Click Add Constraint and select Previous Value. Enter Marketing Qualified as the value.

Click Add Constraint and select New Value. Enter Sales Qualified as the value.

Click Add Constraint and select Date of Activity. Enter in past 30 days as the value.

Click Save.

To view the results, click the Leads tab. You will see the number and details of the people who changed their Person Status from Marketing Qualified to Sales Qualified in the past 30 days. Reference: ¹: Smart Lists | Adobe Marketo Engage ²: Data Value Changed Filter | Adobe Marketo Engage ³: Filter Constraints | Adobe Marketo Engage ⁴: Create a Smart List | Adobe Marketo Engage

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