



Free Questions for *AD0-E559* by *dumpshq*

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Question 1

Question Type: MultipleChoice

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.)

Options:

- 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.

Answer:

B, C

Explanation:

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 2

Question Type: MultipleChoice

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?

Options:

- 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.

Answer:

C

Explanation:

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 3

Question Type: MultipleChoice

A marketer conducted an A/B test and expected the new version to perform better than the original version. However, this did not occur.

What conclusion can the marketer make about these A/B test results?

Options:

- A-** Their test hypothesis was invalidated and they should test again.
- B-** The test was erroneous and the results should be thrown out.
- C-** The test period was too short and they need to let it run for a longer time.

Answer:

A

Explanation:

The conclusion that the marketer can make about these A/B test results is that their test hypothesis was invalidated and they should test again. This means that their assumption about what would improve their email performance was not supported by the data and they should try a different variation or element to test. The test was not erroneous or too short, as long as it was set up correctly and ran for a sufficient time period to reach statistical significance

Question 4

Question Type: MultipleChoice

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.)

Options:

- 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.

Answer:

A, D

Explanation:

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 5

Question Type: MultipleChoice

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.)

Options:

- A-** Preview the Confirmation Email, send herself a sample, and click on the 'Join Webinar' CTA on the Confirmation Email she receives in her mailbox.
- 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 on the 'Join Webinar' CTA on the

Confirmation Email she receives in her inbox.

Answer:

B, D

Explanation:

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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