



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

Shared by *Patel* on *15-04-2024*

For More Free Questions and Preparation Resources

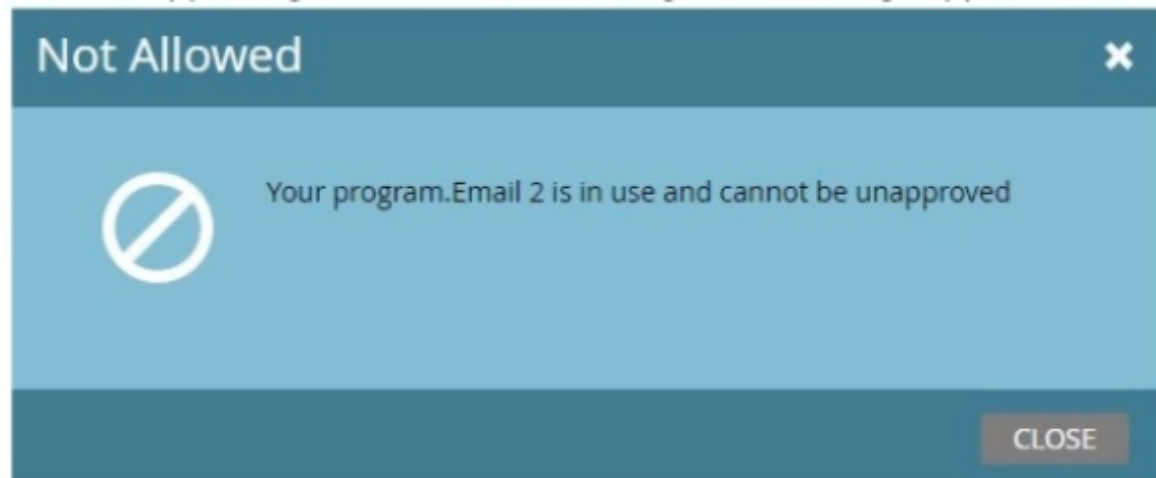
Check the Links on Last Page

Question 1

Question Type: MultipleChoice

A marketer is building a new program. One of the emails he created is no longer needed so he tries to unapprove the email and delete it.

When unapproving the email the following error message appears.



How can he find out where the email is still being used?

Options:

A- In the Audit Trail of the Admin screen

B- In the Used By tab of the email

C- In the Used By page of the program

Answer:

B

Explanation:

To find out where the email is still being used, he can use the Used By tab of the email. This tab shows all the places where the email is referenced, such as smart campaigns, programs, snippets, etc. He can then remove or replace the email from those places before unapproving and deleting it. The Audit Trail and the Used By page of the program will not show where the email is being used

Question 2

Question Type: MultipleChoice

Review the flow step from a smart campaign:

1 - Send Email

Add Choice

Choice 1 ▾

If: Not Opened Email ▾ is ▾ Your program.Email 1 + ▾

Email: Your program.Reminder 1 ▾ [Q] [X]

Choice 2 ▾

If: Opened Email ▾ is ▾ Your program.Email 2 + ▾

Email: -- Do Nothing -- ▾ [Q] [X]

Default Choice

Email: Your program.Email 2 ▾ [Q] [X]

Note: Only the first matching choice applies

Which email will a person receive who has opened Email 1, but not Email 2?

Options:

- A- They will receive no email.
- B- They will receive Email 2.
- C- They will receive Reminder 1.

Answer:

B

Explanation:

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 3

Question Type: MultipleChoice

Jay has set up a webinar program and successfully connected it to a launchpoint webinar provider. The webinar confirmation email is using the {{member.webinar url}} token of a Adobe Marketo Engage program. The webinar program is live and 40 people have registered on a Adobe Marketo Engage LP and have a program status of registered and received a confirmation email. However, the unique link for all registrants is not being populated.

What are two things that Jay could try to identify the issue? (Choose two.)

Options:

- A-** Look in field management to check the value of the token.
- B-** Go into the Members tab of the webinar program and check if any person has the program status of 'Registration Error'.
- C-** Go into the Members tab of the webinar program and change the program status on the 40 persons that have a status of 'Members' to Registered.
- D-** Go into the Members tab of the webinar program and check that the webinar url column is populated using a custom view.

Answer:

B, D

Explanation:

Two things that Jay could try to identify the issue are to go into the Members tab of the webinar program and check if any person has the program status of Registration Error, and to go into the Members tab of the webinar program and check that the webinar url column is populated using a custom view. These steps can help Jay troubleshoot if there was any problem with the registration process or the webinar provider integration. Changing the program status manually or looking in field management will not help Jay solve the issue.

Question 4

Question Type: MultipleChoice

An Adobe Marketo Engage event program is connected with a Webinar provider. What program status is mandatory to populate the {{member.webinar url}} token?

Options:

- A- Registered
- B- Any statuses, as long as the person is a member of the program
- C- Invited

Answer:

A

Explanation:

The program status that is mandatory to populate the {{member.webinar url}} token is Registered. This is because the token is populated by the webinar provider when a person registers for the webinar through Marketo Engage. If a person is not registered for the webinar, the token will not have a value. The program status Invited or any other status does not affect the token value.

Question 5

Question Type: MultipleChoice

What are two benefits to using global forms versus local forms? (Choose two.)

Options:

- A-** Global forms allow for consistent scoring and reporting and data standardization.
- B-** Global forms natively offer custom stylization on different landing pages.
- C-** Global forms offer a scalable solution especially when there are universal changes that need to be made, saving time and resources.
- D-** In smart campaigns, global forms can be tracked without referencing any additional constraints such as webpage or referrer

Answer:

A, C

Explanation:

Two benefits to using global forms versus local forms are that global forms allow for consistent scoring and reporting and data standardization, and that global forms offer a scalable solution especially when there are universal changes that need to be made, saving time and resources. Global forms are forms that are created in Design Studio and can be used across multiple programs and landing pages. They help maintain data quality and consistency, as well as reduce duplication and errors. Global forms do not natively offer custom stylization or tracking without additional constraints.

Question 6

Question Type: MultipleChoice

A marketer has run a whole email A/B test within an email program, and there was a clear winner defined when the test finished running. The marketer then wants to send a follow-up email to everyone who received the losing email.

How would they find the list of people who received the losing email?

Options:

- A- It is not possible to see who received which test variant
- B- Use the Was Sent A/B Test filter with a Variant constraint
- C- Use the Was Sent Email filter with the Test Variant constraint

Answer:

C

Explanation:

To find the list of people who received the losing email, they would use the Was Sent Email filter with the Test Variant constraint. This filter allows them to specify which email and which test variant they want to target. The Was Sent A/B Test filter does not have a Variant constraint, and it is not possible to see who received which test variant without using a constraint.

Question 7

Question Type: MultipleChoice

An Adobe Marketo Engage user is setting up an event program, so she is creating a landing page with a registration form. She wants existing customers and new leads to land on a different thank you page after submitting the form, so she adds the field 'Is Customer' as a hidden field to the form.

Why is this field required on the form?

Options:

- A-** So she can alert the Sales Owner of the registrant about their interest.
- B-** So she can use It as a choice with the Thank You Page in Form Settings
- C-** So she can use it in a Smart Campaign to follow-up the registration.

Answer:

B

Explanation:

The field 'Is Customer' is required on the form so she can use it as a choice with the Thank You Page in Form Settings. This will allow her to redirect existing customers and new leads to different thank you pages based on the value of the field. The field is not needed to alert the Sales Owner or to use it in a Smart Campaign, as those actions can be done based on other criteria.

To Get Premium Files for AD0-E559 Visit

<https://www.p2pexams.com/products/ad0-e559>

For More Free Questions Visit

<https://www.p2pexams.com/adobe/pdf/ad0-e559>

