



Adobe AD0-E559 Practice Questions

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Question 1

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 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 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.

Question 2

Question Type: MultipleChoice

A list is imported into Adobe Marketo Engage with 'Country' values of 'US'. A Trigger based Smart Campaign identifies the non-standard values and updates the 'Country' field values to 'United States of America'.

What best practice steps must be taken when embarking on developing such a process?

Options:

A- Create a folder within the Marketing Activities to store all data management processes, containing a Default Program with a default 'Operational' Channel with nested Smart Campaigns.

B- Create a folder within the Design Studio to store each of the Trigger based Smart Campaigns relating to data management, reporting on run performance from the folder 'Campaign Activity' tab

C- Create a folder within the Marketing Activities to store all data management processes, containing a Default Program with a default 'Data Management' Channel with nested Smart Campaigns.

Answer:

C

Explanation:

The best practice steps that must be taken when embarking on developing such a process are to create a folder within the Marketing Activities to store all data management processes, containing a Default Program with a default Data Management Channel with nested Smart Campaigns. This will help organize and standardize the data management processes and make them easy to find and report on. The Data Management Channel is designed for operational programs that do not generate revenue or influence pipeline. Creating a folder within the Design Studio or using an Operational Channel will not achieve the same result.

Question 3

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 4

Question Type: MultipleChoice

An Engagement Program has not deployed the next new email even though there are people in the stream and the cadence set correctly.

What is one possible reason the email has not been launched?

Options:

- A- The new email has not been activated.
- B- The stream has not been set as activated.
- C- All Persons in the stream have exhausted their content.

Answer:

A

Explanation:

A possible reason the email has not been launched is that the new email has not been activated. An email must be approved and activated before it can be sent out by an Engagement Program. If the email is not activated, it will be skipped by the cast. The stream and the content do not need to be activated for the email to be launched.

Question 5

Question Type: MultipleChoice

Katherine is putting together a report for leadership as part of her monthly operating review. She is wanting to be able to provide a breakdown of the total number of unique Companies by vertical that live in their Adobe Marketo Engage database.

What report type can she use to get this Company level view?

Options:

- A- Company Web Activity
- B- People Performance Report
- C- Account Performance Report

Answer:

A

Explanation:

A Company Web Activity report can be used to get this company level view. This report type shows metrics such as number of visits, number of people, average pages per visit, etc. for each company in the database. The marketer can filter the report by vertical and date range to see how many unique companies by vertical are in their Adobe Marketo Engage database. A People Performance Report or an Account Performance Report will not show company-level metrics or allow filtering by vertical.

Question 6

Question Type: MultipleChoice

A marketer would like to set an interesting moment once per day if a person has visited any web page that day, and they would like for the interesting moment to show which page each person has visited. They have set their Smart Campaign up as follows:

The screenshot shows a configuration window for a Smart Campaign. The title bar says '1 - Visited Web Page'. Inside, there are two main fields: 'Web Page: Is any' and 'Date of Activity: In past'. To the right of the date field is a dropdown menu set to '1 day'. There is also an 'Add Constraint' button in the top right corner.

Their interesting moments however did not show the web page each person had visited. Why not?

Options:

- A- A trigger token cannot successfully be used within a batch smart campaign
- B- A different Smart Campaign must be used for each web page to accomplish this.
- C- It is not possible to customize what is shown in an Interesting Moment view.

Answer:

A

Explanation:

A trigger token cannot successfully be used within a batch smart campaign. This is because a trigger token references a value that is specific to a trigger event, such as `{{trigger.web page}}` or `{{trigger.email name}}`. A batch smart campaign does not have any trigger events, so the trigger token will not have any value. A different smart campaign must be used for each web page or a custom field must be used to accomplish this. It is possible to customize what is shown in an interesting moment view.

Question 7

Question Type: MultipleChoice

Keeghan has created, tested, and validated a new webhook for his team to use. A user then created a smart campaign in Marketing Activities to call this webhook for all members of a global List in the Database. The smart campaigns Status tab now shows "Completed (100 leads qualified)". But when the user looks at the Results tab, he sees the Call Webhook action failed

for all members of the global list.

Why did the webhook fail?

Options:

- A- Webhooks cannot be used successfully in conjunction with the Member of List' smart list filter.
- B- Webhooks can only be used successfully in trigger campaigns.
- C- Webhooks can only be used successfully once they are approved

Answer:

C

Explanation:

A reason why the webhook failed is that webhooks can only be used successfully once they are approved. Webhooks are like assets that need to be approved before they can be used in smart campaigns. If a webhook is not approved, it will fail when called by a smart campaign. Webhooks can be used successfully in conjunction with the Member of List filter, in batch campaigns, and without approval.

Question 8

Question Type: MultipleChoice

Michael manages the Adobe Marketo Engage instance for his company. In order to ensure that each regional team can view and edit only their own programs, Michael has implemented Workspaces. The team recently hired an intern in the Asia Pacific Japan (APJ) region who will be responsible for cloning and preparing programs for launch, working strictly within the APJ Workspace. Custom Roles have not been set up in their Adobe Marketo Engage instance.

What is one step Michael must take in order to limit the intern's access to work strictly to the APJ Workspace?

Options:

- A- Create a Role for the intern that grants permissions only for the APJ Partition.
- B- Create a Role for the intern that grants permissions only for the APJ Workspace.
- C- Create a User for the intern that grants access only to the APJ Workspace.

Answer:

C

Explanation:

To limit the intern's access to work strictly to the APJ Workspace, Michael must create a User for the intern that grants access only to the APJ Workspace. This can be done by selecting the APJ Workspace from the Workspaces drop-down menu when creating the User. The User will then only be able to view and edit programs and assets within that Workspace.

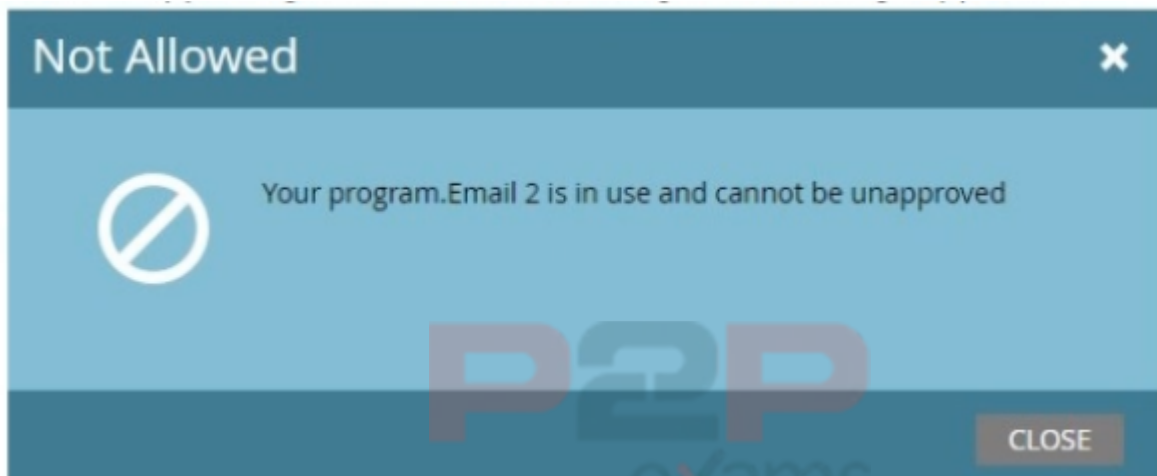
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Question 9

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



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