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# Question 1

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**Question Type:** MultipleChoice

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Which type of Smart Campaign is listening for and automatically responding to person's actions?

**Options:**

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**A-** Trigger

**B-** Batch

**C-** Recurring

**Answer:**

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A

**Explanation:**

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Smart Campaigns are the engine of Adobe Marketo Engage that allow you to automate tasks and actions based on different criteria and triggers.

There are three types of Smart Campaigns in Adobe Marketo Engage: Trigger, Batch, and Recurring.

A Trigger Smart Campaign is a type of Smart Campaign that is listening for and automatically responding to a person's actions. For example, you can create a Trigger Smart Campaign that sends an email to a person who fills out a form, or adds a person to a list when they click a link, or updates a person's score when they visit a web page. A Trigger Smart Campaign has one or more triggers in its Smart List that define the actions that will activate the campaign. A Trigger Smart Campaign runs in real time and executes the flow steps immediately for each person who qualifies.

A Batch Smart Campaign is a type of Smart Campaign that runs once or on a specific date and time for a group of people who meet certain criteria. For example, you can create a Batch Smart Campaign that sends a newsletter to a segment of people, or cleans up your database by deleting inactive people, or changes the status of people who attended a webinar. A Batch Smart Campaign has one or more filters in its Smart List that define the criteria that people must match to qualify for the campaign. A Batch Smart Campaign runs at the scheduled time and executes the flow steps for all the qualified people at once.

A Recurring Smart Campaign is a type of Smart Campaign that runs on a regular basis for a group of people who meet certain criteria. For example, you can create a Recurring Smart Campaign that sends a birthday email to people on their birthday, or syncs people to Salesforce every day, or updates the lead source of people who come from a specific channel. A Recurring Smart Campaign has one or more filters in its Smart List that define the criteria that people must match to qualify for the campaign. A Recurring Smart Campaign runs at the specified frequency and executes the flow steps for all the qualified people each time it runs. Reference:

[Understanding Smart Campaigns](#)

[Smart Campaigns 101: A Deep Dive into one of the most important Adobe Marketo Engage Features](#)

## Question 2

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**Question Type: MultipleChoice**

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In the Results tab of a Smart Campaign, what is the exported row limitation?

**Options:**

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**A-** 40,000

**B-** 30.000

**C-** 20,000

**Answer:**

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C

**Explanation:**

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A Smart Campaign is a workflow that automates actions based on triggers and filters.

The Results tab of a Smart Campaign shows the list of people who qualified for the campaign and the actions that were performed on them.

To export the results to Excel, click the export icon at the bottom of the Results tab.

The export is limited to 20,000 rows. If the results exceed this limit, only the first 20,000 rows will be exported.

Therefore, the exported row limitation in the Results tab of a Smart Campaign is 20,000. Reference::Export Smart Campaign Results to Excel:Export 20,000+ Records from Campaign Results

## Question 3

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**Question Type:** MultipleChoice

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In a webinar program, a marketing manager needs to mark people who filled out a registration form with the Registered status.

Which flow step would the marketing manager use to set up the Smart Campaign?

### Options:

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- A- Add to Local List: 'Webinar Registration List'.
- B- Change Program Status to 'Webinar > Registered'.
- C- Change Data Value for field Webinar' to 'Registered'.

### Answer:

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B

## **Explanation:**

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A webinar program is a type of event program that integrates with a webinar provider such as ON24 or GoToWebinar1.

A webinar program has a predefined channel called Webinar, which has different program statuses to track the progress of people who register and attend the webinar2.

To mark people who filled out a registration form with the Registered status, the marketing manager needs to use the flow step Change Program Status to "Webinar > Registered" in the Smart Campaign3.

This flow step will update the program status of the people who qualify for the Smart Campaign, and also push them to the webinar provider if the integration is enabled3.

The other flow steps are not correct because:

Add to Local List: "Webinar Registration List" will only add the people to a local list within the program, but will not change their program status or register them to the webinar provider.

Change Data Value for field Webinar to "Registered" will only change the value of a custom field called Webinar, but will not affect the program status or the webinar provider.Reference:1:Create an Event with the Marketo ON24 Adapter2:Understanding Webinar Program Statuses3:Change Program Status: [Add to List] : [Change Data Value]

## Question 4

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**Question Type:** MultipleChoice

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Which is considered a best practice when building a Smart List?

### Options:

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- A- Including the @ symbol when using the Email Address filter
- B- Using both the 'contains' and 'is' operator in the same filter
- C- Using multiple nested Smart Lists

### Answer:

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A

### Explanation:

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A Smart List is a powerful query tool that allows you to find people in your database who meet certain criteria based on their attributes and activities<sup>1</sup>.

To build a Smart List, you need to drag and drop filters from the right panel to the canvas and configure them with the appropriate operators and values<sup>1</sup>.

There are some best practices to follow when building a Smart List to optimize performance and accuracy<sup>2</sup>. One of them is to include the @ symbol before the domain name when using the Email Address filter<sup>2</sup>.

This makes the filter use a faster query that can leverage more effective search algorithms<sup>2</sup>. For example, instead of using Email Address contains gmail.com, you should use Email Address is @gmail.com<sup>2</sup>.

Using the @ symbol also helps to avoid false positives, such as matching email addresses that have the domain name as part of the local part<sup>2</sup>. For example, Email Address contains gmail.com would match jane@gmail.com as well as jane@gmail.co.uk, but Email Address is @gmail.com would only match the former<sup>2</sup>.

Therefore, including the @ symbol when using the Email Address filter is considered a best practice when building a Smart List.

1: Creating a Smart List<sup>2</sup>: Best Practices for Smart Lists

## Question 5

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**Question Type:** MultipleChoice

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A marketing manager wants to import another list into an approved Email Program. Why does the second list import fail?

**Options:**

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- A- The program has already been approved.
- B- Adobe Marketo Engage will not accept the .csv file type.
- C- Too many people have already been added to the Email Program.

## Answer:

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A

## Explanation:

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Adobe Marketo Engage allows users to create and manage email campaigns using Email Programs, which are a type of program that contains an email asset and a smart campaign to send it<sup>1</sup>.

To add people to an Email Program, users can import a list of leads from a .csv file or use a smart list to define the target audience<sup>2</sup>.

However, once an Email Program is approved, it cannot be edited or changed, including adding or removing people from the list<sup>3</sup>. This is to ensure that the email content and recipients are consistent and compliant with the email regulations<sup>4</sup>.

Therefore, if a marketing manager tries to import another list into an approved Email Program, the second list import will fail because the program has already been approved and cannot be modified<sup>3</sup>.

To avoid this issue, the marketing manager should either import all the lists before approving the Email Program, or create a new Email Program for the second list and send it separately<sup>5</sup>.

1:Email Programs - Marketo Docs - Product Documentation2:Add People to an Email Program - Marketo Docs - Product Documentation3>Edit an Approved Email Program - Marketo Docs - Product Documentation4:What is Adobe Marketo Engage?5:Marketo Engage - Marketing Automation Benefits | Adobe

## Question 6

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**Question Type:** MultipleChoice

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A marketing manager builds a Smart Campaign with the following Smart List:

The screenshot shows a Smart List configuration interface. At the top, there are controls for 'Use ALL filters', 'Collapse All', and 'Expand All'. The Smart List is named 'Smart List'. It contains two filters:

- Clicks Link in Email**: Email: is WF-2024-01-15-Product-Launch.Email
- Fills Out Form**: Form Name: is WF-2024-01-15-Product-Launch.Demo-Request-Form

What would a person need to do in order to qualify for this Smart Campaign?

### **Options:**

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- A-** Click a link in the email OR fill out the form
- B-** Click a link in the email THEN fill out the form
- C-** Click a link in the email AND fill out the form

### **Answer:**

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C

### **Explanation:**

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The Smart Campaign you provided has two filters applied:

Clicks Link in Email: This filter ensures the lead clicked a link in a specific email (based on the 'Email' field value).

Fills Out Form: This filter ensures the lead filled out a specific form (based on the 'Form Name' field value).

Since both filters are connected with AND, a lead needs to meet both criteria to qualify for the Smart Campaign. They need to click the link in the email and fill out the form.

## Question 7

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**Question Type:** MultipleChoice

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A marketing manager finds a person in the Database whose Marketing Qualified date has changed. The manager needs to identify the source and reason for the value change.

Where can this information be accessed?

### Options:

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- A- In the person's activity log
- B- In a report
- C- In a Smart List

### Answer:

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A

### Explanation:

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The person's activity log is the ultimate source of truth for all the information that happens over time for a person in Marketo Engage1.

To locate the activity log for a person, go to the Database, select All People, click the People tab, select a person Id number, and click Activity Log<sup>1</sup>.

The activity log shows all the activities that have occurred for the person, such as web page visits, email clicks, form fills, program status changes, etc<sup>1</sup>.

To find the source and reason for the Marketing Qualified date change, filter the activity log by the activity type "Change Data Value" and the attribute 'Marketing Qualified Date'<sup>2</sup>.

The filtered activity log will show the date and time of the change, the source of the change (such as a campaign, a sync, or a manual update), and the reason for the change (such as a trigger, a filter, or a flow step)<sup>2</sup>.  
Reference: <sup>1</sup>:Locate the Activity Log for a Person | Adobe Marketo Engage  
<sup>2</sup>:Marketo Lead Activity Logs: What They Are & How To Update - Iron Horse

## Question 8

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**Question Type:** MultipleChoice

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Which would be a valid reason for a person's Email Invalid field to be marked as True?

**Options:**

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- A- The person was sent an email that was undeliverable due to a full inbox.
- B- The person was sent an email that was undeliverable due to nonexistent email address.
- C- The person was sent an email that was undeliverable due to a spam filter.

**Answer:**

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B

**Explanation:**

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The Email Invalid field in Marketo is used to identify records when the lead is created and the email format is not correct, or when the email is a hard bounce that receives a 5## bounce code signaling that the email is no longer valid i.e.the email address does not exist<sup>1</sup>.

A hard bounce is an email that has been returned to the sender because the recipient's address is invalid.A hard bounce might occur because the domain name doesn't exist, the recipient is unknown, or there is some other permanent error<sup>2</sup>.

Marketo automatically marks an email invalid when it receives a 5XX bounce code, or if the email format is not correct when the person is created<sup>3</sup>.The bounce reasons also populate the Email Invalid Cause field in Marketo, which can be used to further analyze the types of hard bounces unique to your email deliverability instance<sup>1</sup>.

Therefore, the valid reason for a person's Email Invalid field to be marked as True is when the person was sent an email that was undeliverable due to nonexistent email address, which is option B.

## Question 9

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**Question Type:** MultipleChoice

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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:

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- 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:

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C

### Explanation:

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A Smart List is a dynamic list of people who meet certain criteria, such as having a specific attribute, behavior, or activity<sup>1</sup>.

A Data Value Changed filter is a filter that allows you to find people who have changed the value of a specific field<sup>2</sup>.

A constraint is a condition that further narrows down the filter criteria<sup>3</sup>.

To create a Smart List with Data Value Changed filter, follow these steps<sup>4</sup>:

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: <sup>1</sup>[Smart Lists | Adobe Marketo Engage](#) <sup>2</sup>[Data Value Changed Filter | Adobe Marketo Engage](#) <sup>3</sup>[Filter Constraints | Adobe Marketo Engage](#) <sup>4</sup>[Create a Smart List | Adobe Marketo Engage](#)

## Question 10

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**Question Type: MultipleChoice**

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

**Options:**

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

**Answer:**

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C, D

**Explanation:**

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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 folder<sup>1</sup>.

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, etc<sup>1</sup>.

Unsubscribed People is a System Smart List that shows all the people who have opted out of receiving emails from the user's organization<sup>1</sup>. This list is useful for complying with email regulations and respecting the preferences of the recipients<sup>2</sup>.

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 organization<sup>1</sup>. This list is useful for managing the frequency and timing of the messages and avoiding spam complaints. Reference: <sup>1</sup>: [Understanding Smart Lists | Adobe Marketo Engage - Experience League](#) <sup>2</sup>: [\[Unsubscribe from Email | Adobe Marketo Engage - Experience League\]](#) : [\[Marketing Suspended | Adobe Marketo Engage - Experience League\]](#)

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