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Question 1

Question Type: MultipleChoice

John recently joined ACME Corporation as Adobe Marketo Engage Admin. The Adobe Marketo Engage instance of ACME Corporation is 10 years old with 950 active landing pages, 3000 active smart campaigns, 453 active forms, and 5000 email programs. John would like to archive redundant assets on Adobe Marketo Engage to better organize the instance.

Which two statements are true for archived assets? (Choose two.)

Options:

- A- A filter to select archived assets for use in reports cannot be used.
- B- Archived templates are not available when creating an email or landing page in Design Studio
- C- Archived assets are auto-deactivated.
- D- Archived pages cannot be used in landing page test groups.

Answer:

A, D

Explanation:

Two statements that are true for archived assets are that a filter to select archived assets for use in reports cannot be used and that archived pages cannot be used in landing page test groups. This is because archiving an asset or a folder means that it will no longer be visible or available for use in most cases. Archived assets will not appear in search results, auto-suggest, templates, test groups, etc. Archived assets are not deactivated and archived templates are not available when creating an email or landing page in Design Studio

Question 2

Question Type: MultipleChoice

Bhaskar has implemented a new naming convention that calls for users to include PRODI, PR0D2, PROD3, or MULTI. These are to indicate which product line(s) the program is related to.

What is one new benefit Bhaskar will gain by implementing this new naming convention?

Options:

A- Bhaskar will be able to create a global product-specific scoring program that triggers off Program Status Changes with a Program Name constraint.

B- Bhaskar will be able to create product-specific dynamic content.

C- Bhaskar will be able to create product-specific nurtures.

Answer:

A

Explanation:

One new benefit Bhaskar will gain by implementing this new naming convention is that he will be able to create a global product-specific scoring program that triggers off Program Status Changes with a Program Name constraint. This will help him score leads based on their engagement with different product lines across different programs. For example, he can create a trigger that fires when Program Status is Changed and Program Name contains PROD1, and then add a flow step that increases the score for PROD1 by a certain amount. Creating product-specific dynamic content or nurtures does not require this naming convention.

Question 3

Question Type: MultipleChoice

A marketer wants to be efficient and effective with their A/B testing strategy. What A/B testing best practice should the user follow?

Options:

- A- Run a combination of many tests sequentially and methodically.
- B- Vary as many elements as possible in each test.
- C- End the test as soon as one version surpasses the other.

Answer:

A

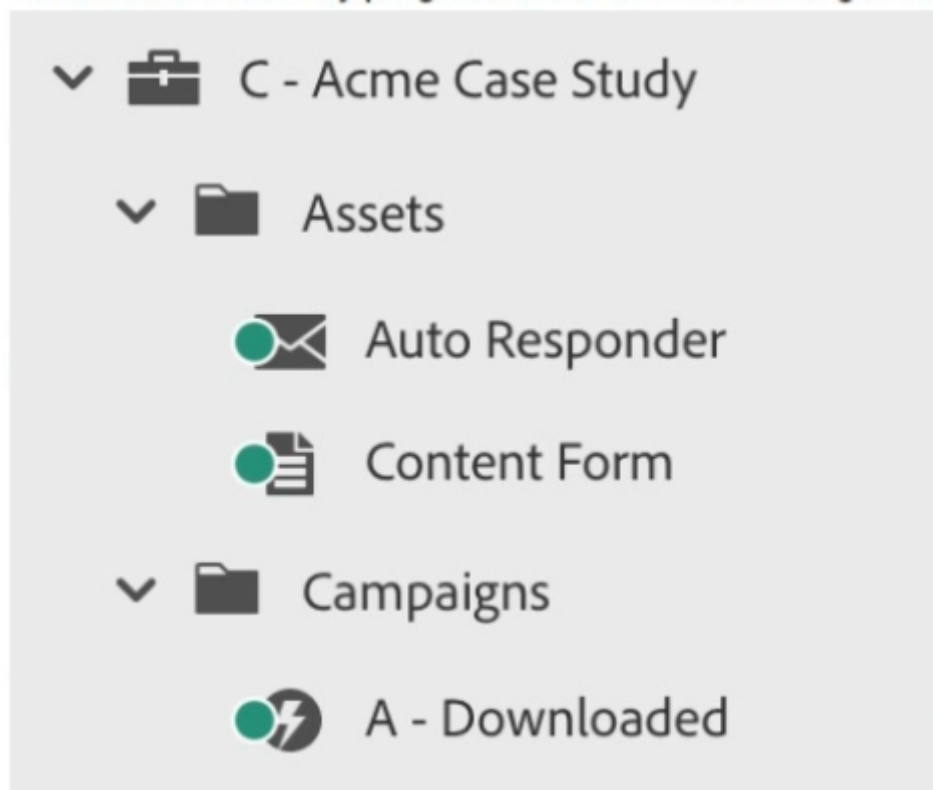
Explanation:

A best practice for A/B testing is to run a combination of many tests sequentially and methodically. This will help the marketer optimize their email performance by testing one element at a time and measuring its impact on key metrics such as open rate, click rate, conversion rate, etc. Varying as many elements as possible in each test or ending the test as soon as one version surpasses the other are not best practices for A/B testing, as they can lead to inaccurate or inconclusive results.

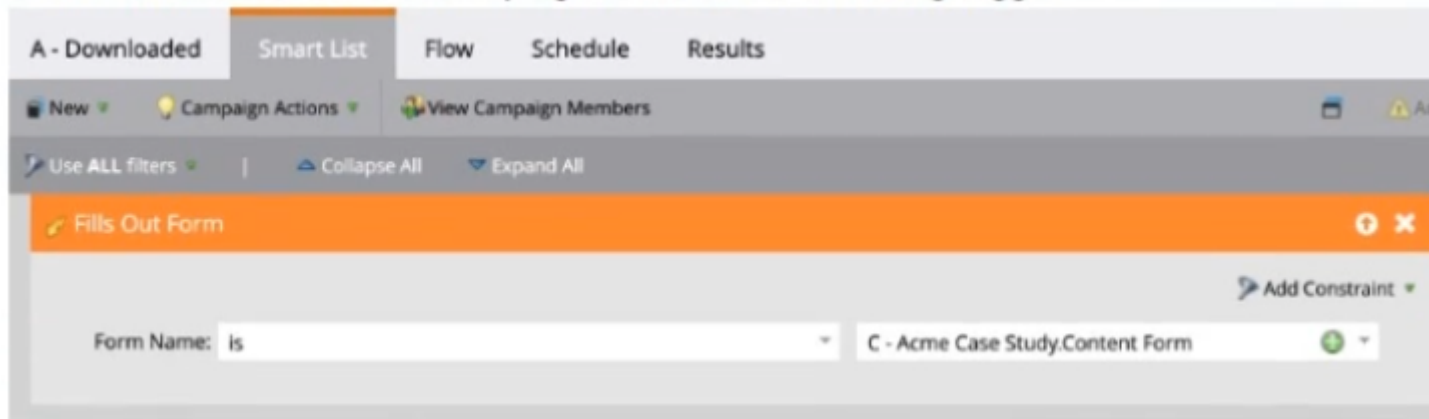
Question 4

Question Type: MultipleChoice

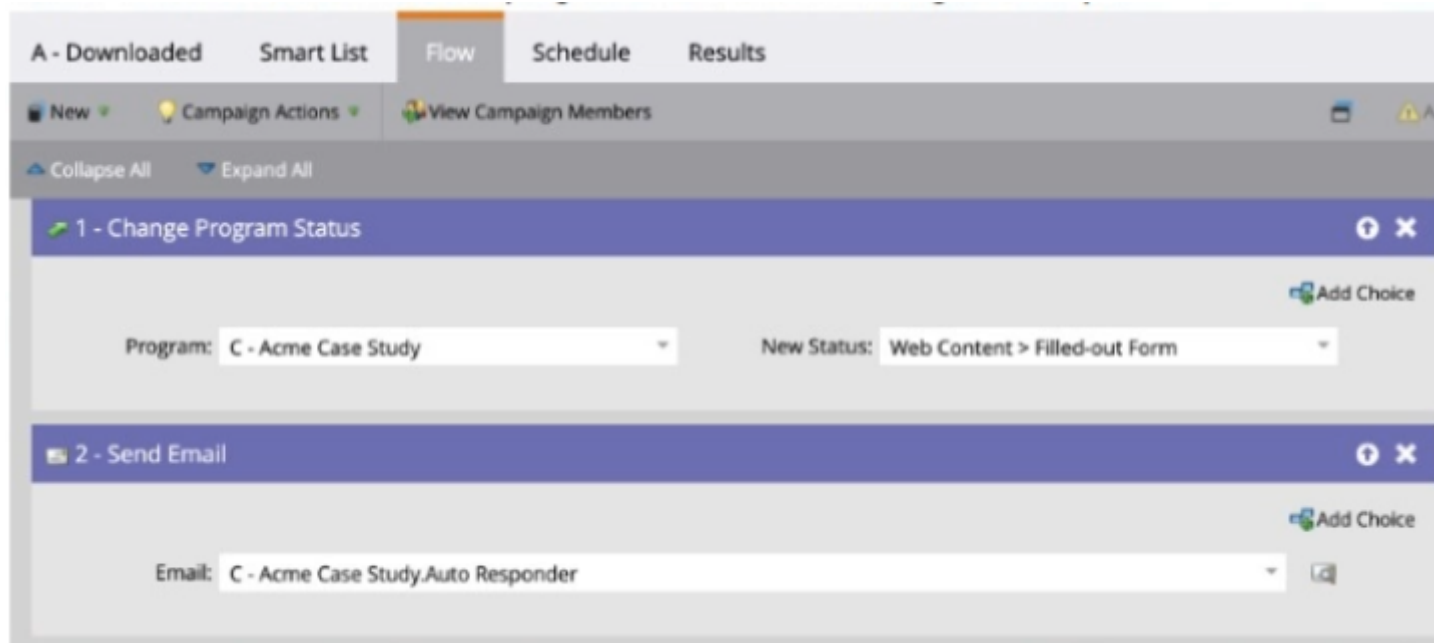
The Acme Case Study program contains the following assets and campaigns:



The A - Downloaded smart campaign contains the following trigger:



The A - Downloaded smart campaign contains the following flow steps:



A new person fills out the Content Form, which is embedded on the website. How will the acquisition program be captured for the person?

Options:

- A-** The Change Program Status flow step sets program membership and thus sets It as the acquisition program.
- B-** The program contains no mechanism to set the acquisition program for the person.
- C-** The Content Form is local to this program, so the program is automatically set as the acquisition program.

Answer:

C

Explanation:

The acquisition program will be captured for the person automatically because the Content Form is local to this program. This is because Adobe Marketo Engage automatically sets the acquisition program for a person when they fill out a form that is local to a program for the first time. The Change Program Status flow step does not set program membership or acquisition program, but only changes the status of an existing member. The program does not contain any other mechanism to set the acquisition program for the person.

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

An Adobe Marketo Engage expert works for Desserts4You and has created a segmentation to help with email campaigns.



Dynamic content is being used in the email blast and is segmented based on dessert preferences. Specific messaging has been created for each dessert segment.

There are three records in the database. Miri likes apple pie and sticky toffee pudding. Jacinda likes tiramisu and apple pie. Indira likes sticky toffee pudding.

What message will each person receive?

Options:

- A-** Miri will receive an email with both apple pie and sticky toffee pudding messaging. Jacinda will receive an email with tiramisu and apple pie messaging. Indira will receive an email with sticky toffee pudding messaging.
- B-** Miri will receive an email with apple pie messaging. Jacinda will receive an email with tiramisu messaging. Indira will receive an email with sticky toffee pudding messaging.
- C-** Miri will receive an email with sticky toffee pudding messaging. Jacinda will receive an email with apple pie messaging. Indira will receive an email with sticky toffee pudding messaging.

Answer:

B

Explanation:

Miri will receive an email with apple pie messaging. Jacinda will receive an email with tiramisu messaging. Indira will receive an email with sticky toffee pudding messaging. This is because the segmentation is based on dessert preferences, and each segment has only one dessert assigned to it. Therefore, each person will receive the message that corresponds to their first dessert preference in alphabetical order. For example, Miri likes apple pie and sticky toffee pudding, but apple pie comes before sticky toffee pudding in alphabetical order, so she will receive the apple pie message. The other options are incorrect because they do not follow this logic.

Question 7

Question Type: MultipleChoice

A smart list consists of a 'Was Sent Email' filter with Email is any' and 'Date of Activity in past 1 year' constraints.

Why would a person not appear on this smart list?

Options:

- A- The person was last sent an email 6 months ago.
- B- The person unsubscribed from the email they received last month.
- C- The email sent to the person last week bounced.

Answer:

C

Explanation:

A person would not appear on this smart list if the email sent to them last week bounced. This is because a bounced email is not considered as a sent email in Adobe Marketo Engage. Therefore, the person would not meet the criteria of the Was Sent Email filter and would be excluded from the smart list. The person would appear on the smart list if they were last sent an email 6 months ago or if they unsubscribed from the email they received last month, as long as they met the date of activity constraint

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