



Free Questions for [AD0-E559](#) by [vceexamstest](#)

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Question 1

Question Type: MultipleChoice

The duration of a wait step in an existing active smart campaign was modified from 2 days to 5 days.

If there were 10 people in the Wait step when the step was changed, what would happen?

Options:

- A- The 10 people would remain in a 2 days duration.
- B- The 10 people would error out and skip the wait step.
- C- The 10 people would automatically follow the new duration.

Answer:

C

Explanation:

The 10 people would automatically follow the new duration. This is because when a wait step duration is modified in an active smart campaign, it affects all people who are currently in the wait step as well as new people who enter the wait step. The new duration will be calculated from the time each person entered the wait step. The 10 people would not remain in the old duration or error out and skip the

wait step.

Question 2

Question Type: MultipleChoice

Sally is the Head of Marketing Operations at a Global Tech company. She has noticed that the quantity of marketing emails being sent in a week is not being managed according to the guidelines set out in the playbook.

Sally would like to use the controls available in their Adobe Marketo Engage instance to ensure she can stop any over-communication by the Marketing Team across all regions at a global level.

Which option would be done in this scenario?

Options:

- A- Request a custom Duplicate Key from Support
- B- Set communication limits in the Admin.
- C- Marketers disable their program communication limits.

Answer:

B

Explanation:

Sally would set communication limits in the Admin to stop any over-communication by the Marketing Team across all regions at a global level. Communication limits are settings that control how many emails a person can receive within a certain time frame. They can be applied at the account level, workspace level, or program level. Setting communication limits in the Admin will affect all workspaces and programs in the account. Requesting a custom Duplicate Key from Support or disabling program communication limits will not help Sally achieve her goal.

Question 3

Question Type: MultipleChoice

A marketer has been asked to set up an event program. The event manager wants all participants of the event to indicate their preferred break-out session upon registration.

What would the marketer include on the registration form to capture this information without the risk of the information being overwritten, assuming a person only registers once?

Options:

- A- A Program Member Custom Field
- B- A Visibility Rule
- C- A Program Member Token

Answer:

A

Explanation:

The marketer would include a Program Member Custom Field on the registration form to capture this information without the risk of the information being overwritten. A Program Member Custom Field is a field that is specific to a program and a person, and it can store different values for different programs. This way, the person can indicate their preferred break-out session for each event they register for, without affecting their previous or future choices. A Visibility Rule is not a field, but a way to show or hide fields based on other fields. A Program Member Token is not a field, but a way to reference a Program Member Custom Field value in an email or landing page

Question 4

Question Type: MultipleChoice

A marketer built an event program and added a forecasted period cost of \$25,000 for the month/year the event will take place. The event was yesterday and today the marketer realized that they had additional variable costs above the original forecasted amount and updated the Period Cost to \$30,000 in the Adobe Marketo Engage event program the same day.

Their CEO wants to know the value in terms of how much the event cost compared to the pipeline and or revenue generated asap.

When should the marketer generate a Revenue Cycle Explorer (RCE) report to ensure the true period cost is reflected?

Options:

- A-** The marketer should wait 24 hours for the updated period cost to be reflected in RCE.
- B-** The marketer can generate the report straight away as RCE updates in real time.
- C-** The marketer should calculate this manually, as the updated period cost will not be reflected in RCE.

Answer:

A

Explanation:

The marketer should wait 24 hours for the updated period cost to be reflected in RCE. This is because RCE data is refreshed once a day, usually at night. Therefore, any changes made to the period cost or other program attributes will not be visible in RCE until the next day. RCE does not update in real time, and the updated period cost will be reflected in RCE eventually.

Question 5

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 6

Question Type: MultipleChoice

Garrin is building a smart campaign with the goal of sending an automated alert to sales when a person fills out a form and clicks a link in an email. He wants the automated email to only be sent out if that person is not unsubscribed and is located in the United States or Canada

a. To solve for this, Garrin built this smart list:

Use ALL filters | Collapse All | Expand All

Fills Out Form [Close] [Refresh]

Form Name: is any [Add Constraint]

Clicks Link in Email [Close] [Refresh]

Email: is any [Add Constraint]

1 - Country [Close] [Refresh]

Country: is [(2) United States; Canada]

2 - Unsubscribed [Close] [Refresh]

Unsubscribed: false

Given the smart list logic, did Garrin set the campaign up correctly to achieve his desired results?

Options:

- A-** Yes. The campaign will fire if a person fills out a form and clicks a link in an email.
- B-** No. The campaign will fire if a person fills out a form or clicks a link in an email.
- C-** No. Since the smart list has triggers and filters, it will only apply the trigger criteria.

Answer:

B

Explanation:

Garrin did not set up the campaign correctly to achieve his desired results. The campaign will fire if a person fills out a form or clicks a link in an email, not both. This is because he used an "or" filter logic for his triggers, which means that any one of them will qualify a person for the campaign. To make sure that a person fills out a form and clicks a link in an email, he should use an "and" filter logic instead

Question 7

Question Type: MultipleChoice

There is a need to configure a Trigger based Smart Campaign that scores a 'Person' when at least five tracked webpages have been visited in a 24 hour window.

With the use of the 'Visits Web Page' Trigger, how would this be achieved?

Options:

- A- Edit the Qualification Rules' of the Smart Campaign to be set as once every one day.
- B- Alongside the Trigger, include a Filter' to the Smart List of Visited Web Page', with Date of Activity' and Visits Web Page' Constraints.
- C- Add the Min. Number of Times' and Date of Activity' Constraints to the existing Visits Web Page' Trigger.

Answer:

C

Explanation:

To configure a trigger-based smart campaign that scores a person when at least five tracked webpages have been visited in a 24 hour window, he would add the Min. Number of Times and Date of Activity constraints to the existing Visits Web Page trigger. The Min. Number of Times constraint allows him to specify how many times a person must visit a webpage to qualify for the campaign, and the Date of Activity constraint allows him to specify the time frame for the visits. Editing the Qualification Rules or adding a filter will not achieve the desired result.

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