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Question 1

Question Type: MultipleChoice

A marketing manager wants to hide the Phone field on a global Adobe Marketo Engage form if the visitor has already submitted their phone number in the form on a previous visit.

Which form feature would be used to achieve this?

Options:

A- Progressive Profiling

B- Form Pre-filling

C- Input Masking

Answer:

A

Explanation:

To achieve this, you can use the [Visibility Rules](#) feature of Marketo forms¹. Visibility Rules let you specify an operator and one or more values to trigger the visibility change of a field or fieldset. For example, you can hide the Phone field unless the visitor has already submitted it in the form on a previous visit. Here is how you can do this:

Go to Marketing Activities.

Select your form and click Edit Form.

Select the Phone field you want to hide/show dynamically and click the link for Visibility Rules.

Find and select the Phone field you want to build a condition around.

Select the operator. In this case, you can use [Fuzzy Match](#) to check if the Phone field has been submitted before.

Select the value(s) to look for, then click outside of the drop-down. In this case, you can select [Previous Visits](#) as the value.

Click Save.

And that's it! Now when people fill out this form and submit their phone number on a previous visit, the Phone field will dynamically appear with the choices specified. You can see an example of this feature in action in [this documentation](#).

Question 2

Question Type: MultipleChoice

A marketer is adding multiple flow steps in a Smart Campaign.

How would the marketer make sure the flow steps are executed in the correct order?

Options:

- A-** The Adobe Marketo Engage automation process will make sure to execute the correct order.
- B-** Reorder the flow steps to ensure they are in the right sequence.
- C-** Flow steps need to be added in the correct order from the beginning as the order cannot be changed

Answer:

B

Explanation:

One of the key features of Smart Campaigns is the flow, which is a sequence of flow steps that tell Marketo Engage what you want to have happen to a group of people that qualify¹. You can add multiple flow steps to a Smart Campaign and reorder them to ensure they are in the right sequence².

Therefore, the correct answer to your question is B. Reorder the flow steps to ensure they are in the right sequence. Flow steps are executed in the order in which they are listed¹. You can use the Flow tab in your Smart Campaign to drag and drop the flow steps to where you want them².

Question 3

Question Type: MultipleChoice

Which program type would a marketer use to capture gated content conversions on their corporate website?

Options:

- A- Drip Nurture
- B- Engagement
- C- Default

Answer:

C

Explanation:

Default programs in Marketo are best suited for gated content scenarios for the following reasons:

One-Time Interactions:Default programs are designed for single interactions, like a form submission to download gated content. They don't involve ongoing sequences or nurture streams.

Triggers and Flow Steps:You can set up triggers within Default programs that respond to form submissions. These triggers can initiate flow steps like:

Sending the gated content via email

Adding the lead to a nurture program or list

Updating the lead's score or data

Web Form Integration:Marketo forms can be easily embedded into web pages and linked directly to a Default program for seamless processing of form submissions.

Question 4

Question Type: MultipleChoice

A marketer clones a program with a local list containing more than 1000 members. What will happen to the list in the cloned program?

Options:

- A- The list will be cloned, but it will be empty.
- B- The list will be cloned with all its members.
- C- The list will only contain 999 members.

Answer:

A

Explanation:

Local Lists vs. Global Lists:In Marketo, local lists are specific to a particular program. They are not shared across programs, unlike global lists.

Cloning Limitations:When you clone a Marketo program, the structure and assets are replicated, but local lists are not. An empty list with the same name is created in the cloned program.

Rationale:This prevents accidental duplication of leads across programs and potential issues with email deliverability or compliance if the same leads were to receive multiple, unintended copies of communications.

Marketo Engage Documentation (Working with Lists):Search for 'Local Lists' and 'Cloning Programs' in the official Marketo documentation. This will provide detailed explanations and examples.

Marketing Nation - Marketo Engage (Discussions about cloning and lists):<https://nation.marketo.com/Search> for discussions using terms like 'clone program', 'local list', and you'll find real-world examples and explanations from other users.

Question 5

Question Type: MultipleChoice

A marketing manager creates an Email Program in January and spends \$100 on stock photography for the email that month. The email deploys in February.

As a best practice, in which month(s) would the period cost be inputted in the program Setup tab?

Options:

- A-** The total cost should be split between the month the cost is incurred and the month the program is live (January and February)
- B-** The month in which the cost is incurred (January)
- C-** The month in which the program is live (February)

Answer:

B

Explanation:

In Adobe Marketo Engage, when a marketing manager incurs a cost for an Email Program, the best practice is to input the period cost in the program Setup tab in the month in which the cost is incurred¹. In this case, the marketing manager spent \$100 on stock photography

for the email in January, so the period cost should be inputted in January1.This allows for accurate tracking and reporting of marketing expenses, which is crucial for budgeting and financial planning

Question 6

Question Type: MultipleChoice

When cloning in Adobe Marketo Engage, which two best practices should be followed? (Choose two.)

Options:

- A- Clone from the original asset to avoid corruption in assets.
- B- Create all new assets for the cloned program.
- C- Update custom tags, period costs, and name of the cloned program.
- D- Update token names for the cloned program.

Answer:

A, C

Explanation:

Maintaining Integrity (A): Cloning directly from the original asset helps ensure that all settings and configurations are copied accurately. This minimizes the risk of introducing errors or corruption during manual recreation.

Customization is Key (C): While the core structure of the cloned program is replicated, certain elements need updating for clarity and accurate reporting:

Custom Tags: Tags help categorize and organize your programs. Adjust them to reflect the purpose of the cloned program.

Period Costs: Ensure period costs are entered for the correct time period of the cloned program to maintain accurate budgeting and ROI tracking.

Name: Use a descriptive and unique name to differentiate the cloned program from the original.

[When cloning in Adobe Marketo Engage, it's important to follow certain best practices to ensure the integrity of your assets and programs¹².](#)

[Clone from the original asset to avoid corruption in assets¹: Cloning from the original asset helps to maintain the integrity of the asset and avoid any potential corruption that might occur if you were to clone from a copy¹. This ensures that your cloned asset is an exact replica of the original, which can be particularly useful if you want to use the same asset in multiple programs¹.](#)

[Update custom tags, period costs, and name of the cloned program¹: After cloning a program, it's important to update the custom tags, period costs, and name of the cloned program¹. This helps to keep your programs organized and allows you to track the performance of each program individually¹. Note that period costs will not transfer over, so be sure to add that to your cloned program if you had one set in the original¹.](#)

While updating token names for the cloned program (option D) can be a good practice in some cases, it's not generally considered a best practice when cloning in Adobe Marketo Engage¹

Question 7

Question Type: MultipleChoice

A marketing manager needs to send product information to customers once per week for four weeks. Using the Engagement Program, how would the marketing manager set this up?

Options:

- A- Create one stream with four assets
- B- Create four streams, each with one asset
- C- Create two streams, each with two assets

Answer:

A

Explanation:

Create an Engagement Program:

Start by creating a new Engagement Program in Marketo.

Give it a descriptive name (e.g., 'Weekly Product Info Campaign').

Define the Cadence:

Choose the 'Nurture' stream type.

Set the cadence to 'Weekly.' This ensures emails will be sent out on a regular weekly schedule.

Add the Content Assets:

Drag and drop four email assets into the stream, representing the product information you want to send each week.

Arrange the emails in the desired order (week 1, week 2, etc.).

Configure Wait Steps:

Between each email asset, add a 'Wait' step.

Set the wait duration to '7 days' to create the weekly interval between emails.

Activate the Program:

Add members (your target audience) to the program.

Activate the Engagement Program to begin the automated email flow.

What is Adobe Marketo Engage:<https://experienceleague.adobe.com/docs/marketo/using/getting-started-with-marketo/what-is-adobe-marketo-engage.html?lang=en>

Marketo Engage User Guide (Engagement Programs):(Search the document for 'Engagement Programs' or 'Nurture Programs') - This will have more detailed instructions.

Why this is the best approach:

Efficiency:A single stream simplifies management and tracking.

Consistency:It ensures a regular, controlled flow of information over the four-week period.

Flexibility:You can easily modify the content or cadence within the stream if needed.

Question 8

Question Type: MultipleChoice

What are two possible purposes of the email preference center? (Choose two.)

Options:

- A- Provide recipients with the option to unsubscribe from all emails.
- B- Allow recipients to remove themselves from the Blocklist.
- C- Allow recipients the ability to change their Adobe Marketo Engage communication limits.
- D- Give recipients the option to choose how often they want to receive marketing emails

Answer:

A, D

Explanation:

Two possible purposes of the email preference center are:

- D) Give recipients the option to choose how often they want to receive marketing emails. This can help you retain as many of your subscribers as possible, by putting them in control of what they receive and avoiding unsubscribes or spam reports².
- C). Allow recipients the ability to change their Adobe Marketo Engage communication limits. This can help you personalize your communication and offers based on the recipient's preferences and behavior³.

Question 9

Question Type: MultipleChoice

In the Email Editor, how would a marketer send an email for preview prior to launch?

Options:

- A- Campaign Settings > Preview
- B- Email Actions > Send Sample
- C- Email Settings > Send Test

Answer:

B

Explanation:

To send an email for preview prior to launch, a marketer can use the Email Actions menu in the Email Editor and select the Send Sample option. This will open a dialog box where the marketer can enter one or more email addresses to receive the sample email, as well as choose the lead to use for personalization tokens. The marketer can also select the email client to use for rendering the email, such as Outlook, Gmail, or mobile devices. After clicking Send, the marketer will receive a confirmation message and can check the inbox of the recipients to see how the email looks before launching the campaign. Reference:

<https://www.nutshell.com/blog/complete-guide-to-writing-marketing-emails>

Question 10

Question Type: MultipleChoice

In an Email Program, which two setup steps are required for an email to be sent? (Choose two.)

Options:

- A- The email asset must be approved.
- B- Head Start must be enabled.
- C- The Email Program must be approved.
- D- The A/B test must be set up.

Answer:

A, C

Explanation:

To send an email using an Email Program in Marketo, you need to follow these steps:

Create an Email Program by selecting the Email Program type and the Email Send channel. You can use a Master Program Template (MPT) to save time and maintain consistency¹²

Create or select an email asset that you want to send. You can use an existing email template or create a new one. You can also personalize your email using tokens, dynamic content, and snippets³

Approve the email asset by clicking the green checkmark icon next to the email name. This will make the email available for use in the Email Program³

Go to the Audience tab of the Email Program and select the recipients of your email. You can use smart lists, static lists, or segments to define your audience. You can also exclude people from receiving your email by using suppression lists.

Go to the Schedule tab of the Email Program and choose the date and time when you want to send your email. You can also enable Head Start, which will pre-process your email up to 12 hours before the scheduled send time, to improve the deliverability and performance of your email. However, Head Start is not a mandatory step for sending an email.

If you want to test different versions of your email to see which one performs better, you can set up an A/B test in the Email Program. You can test different aspects of your email, such as subject line, sender name, content, or delivery time. You can also choose the winner criteria, the test duration, and the test sample size. However, A/B testing is not a mandatory step for sending an email.

Approve the Email Program by clicking the green checkmark icon next to the program name. This will activate the Email Program and send your email according to your schedule and settings.

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