Free Questions for **AD0-E555**

Shared by **Mckee** on **04-10-2024**

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Question 1

An Adobe Marketo Engage professional wants to score Vice Presidents as +10 and Executives as +20. In their company's person scoring model, which type of scoring would they use?

Options:

A- Segmentation

B- Demographic

C- Behavioral

Answer:

B

Explanation:

Demographic scoring is a type of person scoring that assigns points based on the attributes of a person, such as their job title, industry, company size, location, etc.1

Demographic scoring helps to identify the most qualified leads based on their fit for the product or service, and prioritize them for sales follow-up2

To score Vice Presidents as +10 and Executives as +20, the Adobe Marketo Engage professional would need to create a smart campaign with the following steps:

Define the smart list with the triggerData Value Changes, and selectAttributeasJob Title, andNew Valueasis anyofVice President,Executive3

Define the flow with the actionChange Score, and selectScore TypeasDemographic, andScoreasAddandChoice 1asIf Job Title is Vice President, then10, andDefault Choiceas204

Activate the smart campaign and monitor the results

1:How to build a lead / person scoring program | Adobe Marketo Engage2:Lead Scoring: Everything to Know About the Process Before, During, and After | Adobe for Business3: [Smart List - Data Value Changes | Adobe Marketo Engage]4: [Flow - Change Score | Adobe Marketo Engage]

Question 2

Question Type: **MultipleChoice**

Without using Smart Campaigns, communication limits automatically apply to which two program types? (Choose two.)

Options:

A- Default

B- Email

C- Engagement

D- Event

Answer:

B, C

Explanation:

Communication limits are a feature in Marketo that prevent you from over-emailing your leads by setting a maximum number of emails they can receive per day or per week. Communication limits automatically apply to all email and engagement programs, which are two types of programs that send emails to your leads. Email programs are used to send one-time or recurring emails, while engagement programs are used to send a series of emails over time based on a predefined schedule and logic. You can enable or disable communication limits for each email or engagement program by checking or unchecking the box that says "If a person has reached communication limits, block non-operational emails". Operational emails are emails that are marked as critical or transactional and should always be sent regardless of communication limits, unsubscribes, or marketing suspensions. Communication limits do not apply to other types of programs, such as default, event, or webinar programs, unless you use smart campaigns within those programs to send emails. Smart campaigns are a way to define the logic and actions for your marketing activities, such as sending emails, updating lead data, adding leads to lists, etc. You can enable or disable communication limits for each smart campaign by checking or unchecking the

same box as above. You can also set the default behavior for smart campaigns in the Admin area, under Communication Limits.Reference:

[Enable Communication Limits](#)

[More Than You Ever Want To Know About Communication Limits](#)

Email Programs

Engagement Programs

Operational Emails

Smart Campaigns

Question 3

Question Type: MultipleChoice

A marketer builds a Default Program containing a form and a local Adobe Marketo Engage landing page. A new person fills out this form.

What are two ways this action would affect the person in Adobe Marketo Engage? (Choose two.)

Options:

A- The person would be considered Anonymous in the Database,

B- This program would be set as acquiring the new person.

C- The person's communication preferences would be automatically set.

D- The person would become a member of the program.

Answer:

B, D

Explanation:

A Default Program is a type of program that you can create to generate new names from a form and a local landing page1.

When a new person fills out the form, they would become amember of the program1.This means they would be added to the program's database and receive personalized communication and offers based on the program's criteria2.

The person would also be considerednot anonymousin the Database3.This means their name and other attributes would be visible to you and your team, and you could track their interactions with the program and the campaign4.

Create and measure a default program

Leverage the flexibility of default programs

Question 4

Question Type: MultipleChoice

Which effect does a paused cadence have on a member of a live Engagement Program?

Options:

A- The paused member will be removed from the Engagement Program.

B- The paused member will not receive activated content in the next cast

C- The paused member will receive activated content in the next cast.

Answer:

B

Explanation:

An Engagement Program is a type of campaign in Adobe Marketo Engage that allows you to send a series of content to a target audience over time1.

A cast is the process of sending out content to the members of an Engagement Program2.

A cadence is the frequency and schedule of the casts3.

You can use the Change Engagement Program Cadence flow step to pause or resume a member of an Engagement Program4.

When a member is paused, they will not receive any activated content in the next cast, even if they have not exhausted all the content in their stream4.

When a member is resumed, they will start receiving content again from where they left off4.

Pausing a member will not remove them from the Engagement Program or affect their stream transition4.

Question 5

Question Type: **MultipleChoice**

Which program types are available in Adobe Marketo Engage?

Options:

A- Drip, Event, Email Send, Default

B- Event, Engagement, Email, Default

C- Event, Nurture, Newsletter, Default

Answer:

B

Explanation:

According to the Adobe Marketo Engage documentation, programs represent a single marketing initiative that contains all the assets and logic needed to execute and track it1.

There are four types of programs in Adobe Marketo Engage: Event, Engagement, Email, and Default1.

Event programs are used for live or online events that have a specific time and date1.They help coordinate, facilitate, and track the event activities and outcomes1.

Engagement programs are used for drip nurturing campaigns that send content to people at a set periodic schedule1.They help deliver relevant and personalized messages to prospects and customers over time1.

Email programs are used for one-time email blasts that have built-in features like A/B testing and Email Head Start1.They help send targeted and timely emails to large audiences1.

Question 6

Question Type: **MultipleChoice**

Which type of A/B test would the marketer use to optimize their email's design to increase the email click rate?

Options:

A- Whole Email

B- Subject Line

C- Date/Time

Answer:

A

Explanation:

To optimize the email's design to increase the email click rate, the marketer would use thewhole emailA/B test type.

A whole email A/B test allows the marketer to compare two completely different versions of an email, with different layouts, images, colors, fonts, and other design elements.

The marketer can create two variants of the email and send them to a random sample of the audience. The performance of each variant is measured by the click rate, which is the percentage of recipients who clicked on any link in the email.

The variant with the higher click rate is the winner and can be sent to the rest of the audience or used as a template for future emails.

A whole email A/B test is useful for testing major changes in the email design that could have a significant impact on the click rate. It can also help the marketer discover the optimal combination of design elements that appeal to the audience and drive engagement.Reference:

Use "Whole Email" A/B Testing

Optimize clickable elements with A/B testing email

Email Marketing A/B Testing: A Step-By-Step Guide [2024]

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