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Exam A

QUESTION 1

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?

- A. Progressive Profiling
- B. Form Pre-filling
- C. Input Masking

Correct Answer: A

Section:

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

Which form feature would a marketing manager use to control a group of fields together on an Adobe Marketo Engage form?

- A. FieldGroup
- B. Visibility Rules
- C. FieldSet

Correct Answer: C

Section:

Explanation:

A FieldSet is a group of fields that you can control as a whole. You can use FieldSets to organize your form layout, group related fields together, and dynamically hide or show the entire fieldset depending on another field¹. For example, you can use a FieldSet to collect an address field and a payment method field in one place².

To add a FieldSet to a form, you can follow these steps¹:

Go to Marketing Activities.

Select your form and click Edit Form.

Click the + sign and select Fieldset.

Select the fieldset and enter a Label.

Drag the fields you want into the fieldset.

QUESTION 3

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

- A. 40,000
- B. 30,000
- C. 20,000

Correct Answer: C

Section:

Explanation:

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 4

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

- A. Trigger
- B. Batch
- C. Recurring

Correct Answer: A

Section:

Explanation:

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 5

How would a marketer create a Static List in Adobe Marketo Engage?

- A. Use Add to Engagement List in an Engagement Program.
- B. Use the Add to List flow step in a Smart Campaign.
- C. Create a List in the Database or in the Program.

Correct Answer: C

Section:

Explanation:

A Static List is a group of people already in the user's Database that remains unchanged unless the user manually adds or removes people¹.

To create a Static List in Adobe Marketo Engage, the user needs to follow these steps¹:

Go to Database.

Click the New drop-down and select New List.

Choose a destination folder, give the new list a name, then click Create.

The user now has an empty list ready to be filled. The user can add people to the list by importing a file, dragging and dropping from another list, or using the Add to List flow step in a Smart Campaign².

The user can also create a Static List within a Program by selecting the Program, clicking the New drop-down, and choosing New Local Asset > List³. Reference: ¹Create a Static List | Adobe Marketo Engage - Experience

League²: Add People to a Static List | Adobe Marketo Engage - Experience League³: Create a Program | Adobe Marketo Engage - Experience League

QUESTION 6

How would a marketer find the number of people created in the Database in the last six months, grouped by industry?

- A. Create a Program Performance report, filtered by Industry and Person was Created set to 'in past 6 months'.
- B. Create a Smart List, filtered by Industry with the constraint of Date of Activity set to 'in past 6 months'.
- C. Create a People Performance report, with Person Created At set to 'Last 6 Months' and Group People By set to 'Industry'.

Correct Answer: C

Section:

Explanation:

A People Performance report is a report that measures database growth over time. It shows how many people were added, and when. It also allows grouping the results by any person or company attribute, or by segmentation¹.

To create a People Performance report, follow these steps¹:

Go to the Analytics section and click New Report.

Name your report and select the People Performance report type.

Set the time frame of your report to Last 6 Months and click the Report tab.

In the Report Settings panel, select Industry as the Group People By option.

Click Save.

To view the results, click the Report tab. You will see the number of people created in the Database in the last six months, grouped by industry. Reference: ¹People Performance Report | Adobe Marketo Engage

QUESTION 7

What is the relationship between triggers and filters in a Smart Campaign?

- A. All triggers OR the filter criteria must be met for the person to qualify for the Smart Campaign.
- B. Any triggers AND the filter criteria must be met for the person to qualify for the Smart Campaign
- C. All triggers AND the filter criteria must be met for the person to qualify for the Smart Campaign.

Correct Answer: A

Section:

Explanation:

In Marketo Smart Campaigns, triggers and filters work with an OR/AND relationship:

Triggers (Orange): Triggers watch for specific actions or changes in lead data. If any of the triggers you define are met, the lead becomes eligible for the Smart Campaign's actions. Triggers operate on an OR basis.

Filters (Green): Filters further refine the audience by applying additional criteria. The lead must meet the filter criteria AND have been activated by at least one trigger. Filters operate on an AND basis.

Example:

Smart Campaign:

Triggers:

Fills out Form A

Visits Pricing Page

Filters:

Job Title = 'Director'

Country = 'United States'

In this example, a lead will qualify for the Smart Campaign if they:

Fill out Form AORVisit the Pricing PageANDTheir job title is DirectorANDthey are located in the United States.

QUESTION 8

What does the Change Program Status flow step do?

- A. Adds a member to a list in the program.
- B. Assigns an acquisition program to a person's record.
- C. Assigns the correct status based on the Smart List.

Correct Answer: C

Section:

Explanation:

The Change Program Status flow step is used to update the status of a person in a program based on the criteria defined in the Smart List of the smart campaign. For example, if the Smart List filters people who opened an email, the Change Program Status flow step can assign them the status of "Opened Email" in the program. This helps to track the progress and engagement of people in different programs and channels. The Change Program Status flow step also adds the person to the program if they are not already a member, unless a choice is specified in the flow step that overrides this behavior. The available statuses depend on the channel of the program, which can be customized in the Admin section of Marketo Engage. Reference:

<https://nation.marketo.com/t5/knowledgebase/behavior-of-quot-change-program-status-quot-flow-step-with-a/ta-p/248382>

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QUESTION 9

What happens when an approved Adobe Marketo Engage landing page is edited?

- A. Adobe Marketo Engage will approve the changes automatically.
- B. All changes appear immediately on the live landing page when the Landing Page Editor is closed
- C. Changes will not appear on the live landing page until the draft is approved.

Correct Answer: C

Section:

Explanation:

Landing pages are indraft modeuntil you approve them. Approval makes pages available in the rest of the system. When you edit an approved landing page, Marketo saves the draft, but continues to use the approved version until you approve the draft1. You can approve a landing page by selecting it, going to Landing Page Actions and clicking Approve1. You can also approve multiple pages at once to make your life easier1.

QUESTION 10

As a best practice, where would a form that is used in multiple programs be stored?

- A. In Marketing Activities as a local asset
- B. In the Design Studio as a global asset
- C. In Marketing Activities as a global asset

Correct Answer: B

Section:

Explanation:

A form that is used in multiple programs should be stored in the Design Studio as a global asset12. This allows the form to be easily reused and updated across different landing pages and programs without creating duplicates or inconsistencies3.

A form that is stored in Marketing Activities as a local asset is only available within the specific program where it was created1. This means that if the form needs to be used in another program, it has to be cloned or recreated, which can lead to data quality issues and maintenance challenges3.

There is no such thing as a global asset in Marketing Activities. All assets in Marketing Activities are local to their respective programs¹. Reference:

- 1: How to create and edit forms | Adobe Marketo Engage
- 2: Marketo Success Series: Forms - Marketing Nation
- 3: Marketo Form Best Practices - Marketing Rockstar Guides

QUESTION 11

Which two assets can be dynamic in Adobe Marketo Engage? (Choose two.)

- A. Forms
- B. Emails
- C. Landing pages
- D. Images

Correct Answer: B, C

Section:

Explanation:

Dynamic content is a feature of Adobe Marketo Engage that allows you to customize how different people see a landing page or email based on their segmentation¹.

Segmentation is the process of dividing your audience into subgroups based on a smart list rule, such as industry, location, or behavior¹.

You can create different segments and apply them to different program types, such as email, landing page, or web personalization¹.

To use dynamic content, you need to add dynamic content blocks into your landing page or email. These blocks tell Marketo that you want that piece of content to be different depending on which person views it¹.

For example, you can have a dynamic email subject line that changes based on the recipient's industry, or a dynamic landing page headline that changes based on the recipient's location¹.

You can also use snippets, which are reusable pieces of content that can be updated centrally and applied to multiple assets, such as emails or landing pages².

Snippets can also be dynamic, meaning that they can change based on the segment of the person viewing them².

For example, you can use a snippet as a signature in an email, and have it dynamically change the sender's name and title based on the recipient's location².

Therefore, the two assets that can be dynamic in Adobe Marketo Engage are emails and landing pages, as they can both use dynamic content blocks and snippets to personalize the content for different segments of the audience. Reference: ¹: Understanding Dynamic Content | Adobe Marketo Engage ²: Understanding Snippets | Adobe Marketo Engage

QUESTION 12

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

- 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.

Correct Answer: A, C

Section:

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.

QUESTION 13

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

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

Correct Answer: B

Section:

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 14

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

- 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

Correct Answer: A, D

Section:

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 15

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?

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

Correct Answer: A

Section:

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:

www.VCEplus.io

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 16

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

- 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.

Correct Answer: A, C

Section:

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 17

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?

- 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)

Correct Answer: B

Section:

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 18

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

- 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.

Correct Answer: A

Section:

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 19

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

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

Correct Answer: C

Section:

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 20

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?

- 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.

Correct Answer: B

Section:**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 21

How would a marketing manager modify the URL of an Adobe Marketo Engage landing page?

- A. Landing Page Actions > URL Tools > URL Builder
- B. Edit Draft > Edit Landing Page > Edit URL Settings
- C. Landing Page Actions > URL Tools > Edit URL Settings

Correct Answer: C**Section:****Explanation:**

A landing page is a web page that you create and host in Marketo Engage that allows you to capture information from visitors, such as their name, email address, or company name¹. A landing page URL is the web address that visitors use to access your landing page. By default, Marketo Engage generates a landing page URL based on the name of your landing page and the domain of your Marketo Engage instance². However, you can modify the landing page URL to make it more SEO friendly, descriptive, or consistent with your branding². To modify the landing page URL, you need to follow these steps²³: Go to Marketing Activities and select your program that contains the landing page you want to modify. Select the landing page and click Landing Page Actions. Click URL Tools and then click Edit URL Settings. In the Edit URL Settings dialog box, you can change the following options: Page Name: This is the part of the URL that comes after the domain name and the slash. You can enter any alphanumeric characters, hyphens, or underscores. Avoid using spaces or special characters. Domain Name: This is the part of the URL that identifies your Marketo Engage instance. You can choose from the available domains that you have configured in your Admin settings. If you have a custom domain, you can also use it here. SSL: This is the option to enable or disable secure HTTPS protocol for your landing page. If you enable SSL, your landing page URL will start with https:// instead of http://. This can improve the security and trustworthiness of your landing page. However, you need to have a valid SSL certificate for your domain to use this option. Click Save to apply your changes to the landing page URL.

QUESTION 22

What is the file size limit for images and files uploaded to the Design Studio of Adobe Marketo Engage?

- A. 100MB
- B. 50MB
- C. 15MB

Correct Answer: A**Section:****Explanation:**

The file size limit for images and files uploaded to the Design Studio of Adobe Marketo Engage is 100MB. The Design Studio is a feature of Adobe Marketo Engage that allows marketers to create and manage landing pages, forms, emails, and other assets. To upload an image or file to the Design Studio, the marketer can go to the Design Studio area, select Images and Files, click the Image and file actions drop-down and select Upload image or file, and then drag and drop the desired image/file or browse the computer for it. The maximum size per file is 100MB, as stated in the note that appears when uploading an image or file. This limit applies to all file types, including images, PDFs, videos, etc. The file size limit is set to ensure optimal performance and security of the Adobe Marketo Engage platform. If the marketer needs to upload a larger file, they can use a third-party service and link to it from the Design Studio.

asset.Reference:

Add Images and Files to Marketo

Adobe Marketo Engage | Product description

QUESTION 23

Which two image file types are accepted by Adobe Marketo Engage? (Choose two.)

- A. .txt
- B. .mP4
- C. .jpg
- D. .gif

Correct Answer: C, D

Section:

Explanation:

According to the Adobe Marketo Engage documentation, images and files can be added to the Design Studio and used in various marketing assets¹.

While Adobe Marketo Engage accepts all file types for upload, only the major image types (JPG, PNG, GIF, etc.) will work in the email editor¹.

Therefore, the correct answer is C. .jpg and D..gif, as they are both major image types that are compatible with the email editor.Reference:1:Add Images and Files to Marketo | Adobe Marketo Engage - Experience League

QUESTION 24

In which two types of assets can Snippets be used? (Choose two.)

- A. Emails
- B. Landing pages
- C. Forms
- D. Reports

Correct Answer: A, B

Section:

Explanation:

A Snippet is a type of asset in Adobe Marketo Engage that allows you to create dynamic content blocks that can be reused across multiple assets¹.

Snippets can be used in two types of assets: emails and landing pages¹.

To use a Snippet in an email or a landing page, you need to drag and drop the Snippet element from the Elements tab to the desired location in the editor².

You can then select the Snippet you want to use from the drop-down menu in the Properties tab².

Snippets can be customized based on segmentation rules, so that different versions of the Snippet are displayed to different audiences³.

Snippets cannot be used in forms or reports, as they are not supported by those types of assets.

QUESTION 25

How would a marketer ensure that all subscribers receive an auto-responder email?

- A. Mark the email as operational to bypass Unsubscribed / Marketing Suspended.
- B. Change the subscribers' Unsubscribed / Marketing Suspended status in the Database so they receive the auto-responder email
- C. Mark the auto-responder email as Unsubscribed / Marketing Suspended.

Correct Answer: A

Section:

Explanation:

An auto-responder email is an email that is automatically sent to a lead when they perform a certain action, such as filling out a form, clicking a link, or downloading a resource. An auto-responder email can be created using

an email program or a smart campaign in Marketo. To ensure that all subscribers receive an auto-responder email, regardless of their Unsubscribed or Marketing Suspended status, the email should be marked as operational.

Operational emails are emails that are considered critical or transactional and should always be delivered to the lead, unless they are Email Invalid or Blacklisted. To mark an email as operational, follow these steps:

In the Marketing Activities area, select the email program or smart campaign that contains the auto-responder email.

In the email program, go to the Email tab and click Edit Draft. In the smart campaign, go to the Flow tab and find the Send Email step.

In the email editor, go to the Settings tab and check the box that says "This is an operational email".

Save and approve the email.

By marking the email as operational, the email will bypass the communication limits and the Unsubscribed or Marketing Suspended filters that normally prevent non-operational emails from being sent. However, operational emails should be used sparingly and only for essential communications, such as confirmations, receipts, reminders, or notifications. They should not be used for promotional or marketing purposes, as this may violate the privacy and consent preferences of the leads and the email regulations of different countries.Reference:

Email Auto-Response

Operational Emails

What Is an Email Autoresponder and How It's Used in Marketing

QUESTION 26

Which option must first be approved in order to create dynamic content?

- A. Landing page
- B. Email
- C. Segmentation

Correct Answer: C

Section:

Explanation:

Comprehensive Step by Step Explanation:

Segmentation is the process of dividing your audience into different subgroups based on their attributes, behaviors, or preferences¹

Segmentation is the prerequisite for creating dynamic content, which is the ability to customize how different people see a landing page or email based on their segment²

To create dynamic content, you need to first create a segmentation in Marketo Engage, and then define the segments and the smart list rules for each segment³

After creating a segmentation, you can add dynamic content blocks into your landing page or email, and select which segment will see which version of the content⁴

Dynamic content helps to deliver more relevant and personalized experiences to your leads and customers, and increase engagement and conversion⁵

1:Segmentation | Adobe Marketo Engage2:Understanding Dynamic Content | Adobe Marketo Engage3:Creating a Segmentation | Adobe Marketo Engage4:Adding Dynamic Content to a Landing Page | Adobe Marketo Engage5:Marketo Engage: Content Personalization | Adobe for Business

QUESTION 27

Which are two ways that Smart Lists differ from Static Lists? (Choose two.)

- A. Static Lists select people based on filters, and Smart Lists are populated by list imports and flow steps.
- B. Smart Lists dynamically query people, while people on Static Lists remain in the list until they are removed.
- C. Smart Lists select people based on filters, and Static Lists are populated by list imports and flow steps.
- D. Smart Lists cannot be used in Smart Campaign filters, while Static Lists can be used in Smart Campaign filters.

Correct Answer: B, C

Section:

Explanation:

Smart Lists and Static Lists are two types of lists in Adobe Marketo Engage that allow you to segment your database based on different criteria.

Smart Lists are dynamic lists that select people based on filters that you define. For example, you can create a Smart List of people who have opened an email in the last 30 days, or who have a certain job title, or who belong to a certain segment. Smart Lists are updated in real time, so whenever a person meets or no longer meets the filter criteria, they are added or removed from the list automatically.

Static Lists are static lists that are populated by list imports and flow steps. For example, you can create a Static List of people who attended a webinar, or who filled out a form, or who were manually added by you. Static Lists do not change unless you manually add or remove people from them, or use a flow step to do so. People on Static Lists remain in the list until they are removed.

Smart Lists and Static Lists have different use cases and advantages. Smart Lists are useful for creating dynamic segments that reflect the current state of your database, and for targeting people based on their behavior and

attributes. Static Lists are useful for creating fixed segments that reflect a specific point in time, and for tracking the performance of specific campaigns or activities.

Smart Lists and Static Lists can also be used in different ways within Adobe Marketo Engage. Smart Lists can be used in Smart Campaign filters, triggers, and choices, as well as in email and landing page personalization. Static Lists can be used in Smart Campaign filters and choices, as well as in email and landing page personalization, but not in triggers. Reference:

Understanding Static Lists

Smart Lists 101: A Deep Dive into one of the most important Adobe Marketo Engage Features

QUESTION 28

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

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

Correct Answer: C, D

Section:

Explanation:

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 folder¹.

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, etc¹.

Unsubscribed People is a System Smart List that shows all the people who have opted out of receiving emails from the user's organization¹. This list is useful for complying with email regulations and respecting the preferences of the recipients².

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 organization¹. This list is useful for managing the frequency and timing of the messages and avoiding spam complaints. Reference: ¹: Understanding Smart Lists | Adobe Marketo Engage - Experience League ²: [Unsubscribe from Email | Adobe Marketo Engage - Experience League] : [Marketing Suspended | Adobe Marketo Engage - Experience League]

QUESTION 29

How would a marketer find out how many people changed their Person Status from Marketing Qualified to Sales Qualified in the past 30 days?

- 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

Correct Answer: C

Section:

Explanation:

A Smart List is a dynamic list of people who meet certain criteria, such as having a specific attribute, behavior, or activity¹.

A Data Value Changed filter is a filter that allows you to find people who have changed the value of a specific field².

A constraint is a condition that further narrows down the filter criteria³.

To create a Smart List with Data Value Changed filter, follow these steps⁴:

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: ¹: Smart Lists | Adobe Marketo Engage ²: Data Value Changed Filter | Adobe Marketo Engage ³: Filter Constraints | Adobe Marketo Engage ⁴: Create a Smart List | Adobe Marketo Engage

QUESTION 30

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

- 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.

Correct Answer: B

Section:

Explanation:

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 exist¹.

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 error².

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 created³.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 instance¹.

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 31

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?

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

Correct Answer: B

Section:

Explanation:

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 32

A marketer decides to change the qualification rules for a Smart Campaign so that a person can go through the flow every time.

How would the marketer make this change?

- A. Schedule tab > Edit Settings > Block non-operational emails
- B. Setup tab > Edit Settings > Every time
- C. Schedule tab > Edit Settings > Every time

Correct Answer: C

Section:

Explanation:

Qualification rules control how many times someone can run through the flow in a Smart Campaign. By default, even if someone triggers a Smart Campaign multiple times, they will only be sent through the flow once¹. To modify these settings, the marketer needs to go to the Schedule tab of the Smart Campaign and click Edit Settings¹. There, the marketer can choose how often to run the people through the Smart Campaign flow: only once, every time, or once every # days / weeks / months¹. If the marketer wants to allow a person to go through the flow every time they qualify, they need to select the option Every time¹. Reference: ¹Edit Qualification Rules in a Smart Campaign

QUESTION 33

Which type of Smart Campaign processes all qualified people at once?

- A. Trigger
- B. Drip
- C. Batch

Correct Answer: C

Section:**Explanation:**

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

There are two types of Smart Campaigns: trigger and batch.

A trigger Smart Campaign listens for a specific activity or change in data and then executes actions for each person who meets the criteria. For example, a trigger Smart Campaign can send an email to a person who fills out a form on a landing page.

A batch Smart Campaign processes all qualified people at once, regardless of when they performed the activity or changed the data. For example, a batch Smart Campaign can update the lead status of all people who attended a webinar.

Therefore, the type of Smart Campaign that processes all qualified people at once is a batch Smart Campaign. Reference: ¹What is a Smart Campaign? : Trigger Smart Campaign Example : Batch Smart Campaign Example

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