

DUMPS ARENA

Adobe Marketo Engage Business Practitioner Expert

Adobe AD0-E559

Version Demo

Total Demo Questions: 7

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Topic Break Down

Topic	No. of Questions
Topic 1, Lead Management	26
Topic 2, Data Management	13
Topic 3, Program Management	24
Topic 4, Analytics and Reporting	8
Total	71

QUESTION NO: 1

An Adobe Marketo Engage event program is connected with a Webinar provider. What program status is mandatory to populate the `{{member.webinar url}}` token?

- A. Registered
- B. Any statuses, as long as the person is a member of the program
- C. Invited

ANSWER: A

Explanation:

Registered is mandatory because the `{{member.webinar url}}` token is a person-level event token that receives an attendee's unique webinar access link from the connected webinar provider. Marketo Engage can obtain and store that link only after the person has completed registration and the provider has returned the registration data to the event program. The person's program membership must therefore be updated to the event program's registration status—normally the default **Registered** status or the status mapped to the provider's successful-registration event—before the token has a value for that person.

This distinction is important when using the token in confirmation emails or follow-up communications. A registration action in Marketo Engage triggers the provider integration, creates or updates the attendee record at the provider, and enables the provider-specific join URL to synchronize back to the person's Marketo program membership. Once this registration synchronization has occurred, Marketo can resolve `{{member.webinar url}}` individually at send time. Adobe's event documentation describes webinar tokens as values supplied through the event-partner integration, and its token documentation explains that member tokens are evaluated for the individual program member. See [Adobe's webinar token documentation](#) and [Adobe's token documentation](#).

QUESTION NO: 2

Review the flow step from a smart campaign:

Which email will a person receive who has opened Email 1, but not Email 2?

- A. They will receive no email.
- B. They will receive Email 2.
- C. They will receive Reminder 1.

ANSWER: B

Explanation:

They will receive Email 2. In a Marketo Engage Choice flow step, Marketo evaluates the listed choices in order and executes the action associated with the first choice the person qualifies for. A person who has opened Email 1 meets the applicable "opened Email 1" condition, so the flow sends Email 2. The fact that the person has not opened Email 2 does not prevent this result: an email-open condition is evaluated from the person's recorded engagement activity at the time the Choice step runs, and the qualifying Email 1 condition determines the path taken. This behavior is important when building nurture logic, because conditions that could overlap should be ordered deliberately to ensure the intended audience receives the intended next communication. Adobe's documentation describes Choice as a flow-control step used to route people based on criteria, while the "opened email" filter identifies people whose activity history includes an email open. See [Adobe Marketo Engage Choice flow step documentation](#) and [Adobe Marketo Engage Smart List filter documentation](#).

QUESTION NO: 3

Jay has set up a webinar program and successfully connected it to a launchpoint webinar provider. The webinar confirmation email is using the `{{member.webinar url}}` token of a Adobe Marketo Engage program. The webinar program is live and 40

people have registered on a Adobe Marketo Engage LP and have a program status of registered and received a confirmation email. However, the unique link for all registrants is not being populated.

What are two things that Jay could try to identify the issue? (Choose two.)

- A. Look in field management to check the value of the token.
- B. Go into the Members tab of the webinar program and check if any person has the program status of Registration Error.
- C. Go into the Members tab of the webinar program and change the program status on the 40 persons that have a status of 'Members' to Registered.
- D. Go into the Members tab of the webinar program and check that the webinar url column is populated using a custom view.

ANSWER: B D

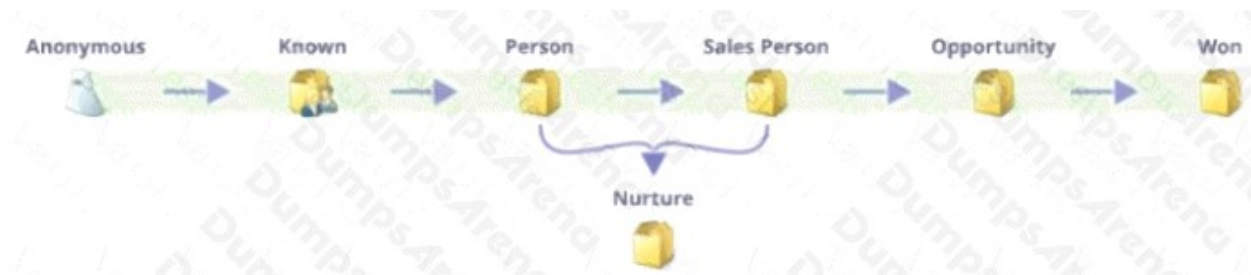
Explanation:

Go into the Members tab of the webinar program and check if any person has the program status of Registration Error. This status is a key diagnostic indicator because webinar integrations register people with the event provider and then return event-specific information, including the unique webinar URL, to Marketo Engage. A Registration Error indicates that the provider-registration process did not complete successfully for that person, which can prevent the unique URL from being written back for token use.

Go into the Members tab of the webinar program and check that the webinar url column is populated using a custom view. The `{{member.webinar_url}}` token resolves from each individual program member's webinar URL value, not from a single program-level value. Viewing this member field directly verifies whether the provider has supplied and Marketo has stored a unique URL for the affected registrants. This separates a token-rendering concern from an event-registration or data-return concern and provides the appropriate evidence for further integration troubleshooting. Adobe's event documentation describes webinar-provider integrations and their program-member event data flow: [Adobe Marketo Engage webinars documentation](#). Adobe also documents the program-member tokens available for event communications: [Using tokens in Marketo Engage](#).

QUESTION NO: 4

An Adobe Marketo Engage administrator is building a revenue model:



When validating the model, they received an error message.

What does the administrator need to do to correct the model validation error?

- A. Add triggers to all stage transitions.
- B. Add at least one SLA stage to the model.
- C. Add all stages to the success path.

ANSWER: C

Explanation:

Add all stages to the success path. In Marketo Engage Revenue Modeler, a valid revenue model requires every defined stage to be connected through the model's flow so that people can progress through a continuous path that ultimately

reaches the Success stage. The success path represents the expected forward progression of a person through the revenue lifecycle. If a stage is isolated or does not lead onward through the model toward success, Marketo cannot validate the model because it cannot determine a complete lifecycle path or reliably calculate stage-based revenue-cycle metrics.

The administrator should connect each stage in the model to the appropriate next stage, ensuring that the chain is continuous and that all stages have a route that ends at Success. After the missing success-path connections are added, the model can be validated and approved for use in Revenue Cycle Analytics. Adobe's Revenue Modeler documentation describes the need to define stages and connect their transitions when constructing the model: [Building a Revenue Model](#). Additional Revenue Cycle Analytics guidance is available in the [Revenue Cycle Analytics documentation](#).

QUESTION NO: 5

A marketer would like to set an interesting moment once per day if a person has visited any web page that day, and they would like for the interesting moment to show which page each person has visited. They have set their Smart Campaign up as follows:

Their interesting moments however did not show the web page each person had visited. Why not?

- A. A trigger token cannot successfully be used within a batch smart campaign
- B. A different Smart Campaign must be used for each web page to accomplish this.
- C. It is not possible to customize what is shown in an Interesting Moment view.

ANSWER: A

Explanation:

A trigger token cannot successfully be used within a batch smart campaign. Trigger tokens, including `{{trigger.web page}}`, obtain their values from the specific event that caused a trigger campaign to run. For example, when a person's web activity fires a "Visited Web Page" trigger, Marketo has an event record that supplies the URL or page value to the token. In this scenario, the campaign is intended to run once per day, which makes it a batch-style evaluation of people who met criteria during a period rather than an execution tied to one individual web-visit event. Since there is no single initiating trigger event for each campaign run, Marketo has no event-specific web-page value to insert into the Interesting Moment text. Adobe documents that trigger tokens are available only in trigger campaigns and are based on the trigger event's attributes. Interesting Moments can be created with the "Interesting Moment" flow action, but event-derived content must be captured in an appropriate event-driven campaign or persisted to a field before it can be reliably used later. See Adobe's [Tokens overview](#) and [Interesting Moments documentation](#).

QUESTION NO: 6

Rocky is in the process of sending an email from Adobe Marketo Engage for the first time.

What two QA (quality assurance checks) would he perform on the email before it is launched? (Choose two.)

- A. Ensure the right Tokens are used and default values are set.
- B. Ensure that Marketing Suspended records have been added to the target audience
- C. Ensure the unsubscribe link is not used.
- D. Ensure there are HTML and Text versions of the email.

ANSWER: A D

Explanation:

Ensure the right Tokens are used and default values are set. is an essential pre-send QA check because Marketo Engage resolves tokens when the email is sent. Rocky should confirm that each token references the intended value at the appropriate level, such as the person, program, or campaign. Where a person-level value might be unavailable, a default

value prevents an empty greeting, subject line, or content field from being delivered. Token validation is especially important for a first send, since a test record may have data that does not represent all members of the actual audience. Adobe documents how tokens personalize assets and how defaults can be used when token data is unavailable: [Adobe Marketo Engage token documentation](#).

Ensure there are HTML and Text versions of the email. is also a core delivery-readiness check. Marketo emails can include an HTML version for rich rendering and a text-only version for recipients or mail environments that cannot display HTML. Supplying a meaningful text version helps preserve the message, links, and call to action across different email-client capabilities and accessibility preferences. Rocky should review that the text version accurately reflects the final HTML content before launch. Adobe provides instructions for creating and maintaining the text version of an email here: [Add a Text Version to an Email](#).

QUESTION NO: 7

A global company has separate APJ and North America workspaces. A new APJ marketing coordinator must be able to create and edit programs in APJ but must not view or work with North America marketing assets.

Which two user-administration settings should be configured? (Choose two.)

- A. Grant the user access to the APJ workspace only.
- B. Assign a role that permits creating and editing programs.
- C. Assign the user to the APJ person partition only.
- D. Set the user's default program channel to Webinar.

ANSWER: A B

Explanation:

The coordinator's user must be granted access to the APJ workspace and not to the North America workspace. Workspace assignment determines the marketing assets and programs a user can access. The user must also be assigned a role with permissions appropriate for creating and editing programs.

Assigning a person partition alone does not grant access to a workspace's marketing assets. A program channel classifies a program for operational and reporting purposes; it does not control a user's access.