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Q&A

Exam : **AD0-E555**

Title : Adobe Marketo Engage
Professional

Version : DEMO

1.A marketing manager needs to change the channel of an Event Program from Webinar to Seminar. Within the program, where would the marketing manager make this change?

A. Local Assets

B. Event Actions

C. Setup tab

Answer: C

Explanation:

To change the channel of an Event Program from Webinar to Seminar, the marketing manager needs to follow these steps:

From Marketing Activities, select the event program from the tree.

Navigate to the Setup tab.

Double-click the current Channel.

Select a new Channel from the drop-down list.

Click Save.

Reference: Edit an Event Channel | Adobe Marketo Engage - Experience League

2.Which token would a marketer use to include a unique access URL in a webinar confirmation email?

A. {{my.member URL}}

B. {{member webinar url}}

C. {{lead.webinar url}}

Answer: B

Explanation:

To include a unique access URL in a webinar confirmation email, the marketer would use the {{member webinar url}} token. This token is a type of Member Token, which is used to insert unique values from integrated services partners. A common use of Member Tokens is for unique URLs for webinar attendees. Each person has a unique URL to access the webinar that can be inserted using the {{member webinar url}} token. The marketer would need to create a text token called Webinar Key in the My Tokens tab of the Marketo webinar program, and copy the webinar ID from the integrated service partner (such as GoToWebinar) into the Value box. Then, the marketer would use the {{member webinar url}} token in the confirmation email content.

Reference: Tokens Overview | Adobe Marketo Engage - Experience League, How to: Use Marketo My Tokens and Templates to Scale Webinars - Sponge, How to: Manage GoToWebinar Simulated Live Events in Marketo - Sponge

3.A marketer is conducting an in-person seminar and needs to send invitation emails, collect registrations, and check people into the seminar upon arrival.

Which program type would the marketer use to build this seminar?

A. Email

B. Default

C. Event

Answer: C

Explanation:

An event program is a type of Marketo program that helps coordinate, facilitate, and track live and online events1.

An event program has a specific time and date, and can be integrated with third-party event management platforms such as GoToWebinar, Zoom, and Cvent12.

An event program allows the marketer to create and send invitation emails, landing pages, and forms to collect registrations, and use smart campaigns to automate tasks such as sending reminders, confirmations, and follow-ups13.

An event program also enables the marketer to check people into the seminar upon arrival using the Marketo Check-In app, which syncs the attendance data with the Marketo database45.

Therefore, an event program is the most suitable program type for building a seminar, as it provides the necessary features and functionalities to manage the entire event lifecycle.

Reference: 1: Understanding Programs | Adobe Marketo Engage - Experience League 2: [Event Program - Marketo Docs - Product Documentation] 3: [Create an Event Program - Marketo Docs - Product Documentation] 4: [Marketo Check-In App - Marketo Docs - Product Documentation] 5: [Check People Into an Event - Marketo Docs - Product Documentation]: Event Program - Marketo Docs - Product Documentation: Create an Event Program - Marketo Docs - Product Documentation: Marketo Check-In App - Marketo Docs - Product Documentation: Check People Into an Event - Marketo Docs - Product Documentation

4.To receive marketing emails from a company, a person must sign up via a form submission. Then, an email will be sent that requires a click to confirm the opt-in.

Which type of opt-in process is being used?

A. Single opt-in

B. Automatic opt-in

C. Double opt-in

Answer: C

Explanation:

A single opt-in process is when a person fills out a form and is automatically added to the mailing list without any further confirmation1.

An automatic opt-in process is when a person is added to the mailing list without their explicit consent, such as by pre-checking a box or by purchasing a product2.

A double opt-in process is when a person fills out a form and is then sent an email that requires a click to confirm the opt-in. This ensures that the person has given their permission and has a valid email address13.

Therefore, the correct answer is C. Double opt-in, as it matches the description of the scenario given in the question.

Reference:

1: How to Set Up Double Opt-In (COI) - Marketo

2: Opt-In Email Marketing Benefits and Best Practices for 2024

3: Double opt in process - Marketing Nation

5.Custom tags can be used for which purpose?

A. Using constraints in a Member of Program filter

B. Filtering the Email Performance report

C. Filtering the Program Performance report

Answer: C

Explanation:

Custom tags are used to describe programs and can have multiple values for each tag type1.

Custom tags can be applied to different program types and can be made required or optional1.

Custom tags can help organize programs and channels for reporting purposes2.

The Program Performance report shows the performance of programs based on various metrics such as success, cost, and revenue3.

The Program Performance report can be filtered by custom tags to show only the programs that match the selected tag values3.

To filter the Program Performance report by custom tags, follow these steps3:

Go to the Analytics section and select Program Performance.

Click Setup and then click Filter.

Select the tag type and the tag values that you want to filter by.

Click Apply and then click Run Report.

The report will show only the programs that have the selected tag values for the selected tag type.

Reference: 1: Create Custom Tags | Adobe Marketo Engage 2: Understanding Tags | Adobe Marketo Engage 3: [Program Performance Report | Adobe Marketo Engage]