ADOBE AD0-E559

Adobe Marketo Engage Business Practitioner Expert Certification Questions & Answers

Exam Summary – Syllabus –Questions

AD0-E559

[Adobe Marketo Engage Business Practitioner Expert](#)

50 Questions Exam – 32/50 Cut Score – Duration of 100 minutes

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Know Your AD0-E559 Certification Well:

The AD0-E559 is best suitable for candidates who want to gain knowledge in the Adobe Marketo Engage. Before you start your AD0-E559 preparation you may struggle to get all the crucial Marketo Engage Business Practitioner Expert materials like AD0-E559 syllabus, sample questions, study guide.

But don't worry the AD0-E559 PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all your queries like-
- What is in the AD0-E559 syllabus?
- How many questions are there in the AD0-E559 exam?
- Which Practice test would help me to pass the AD0-E559 exam at the first attempt?

Passing the AD0-E559 exam makes you Adobe Marketo Engage Business Practitioner Expert. Having the Marketo Engage Business Practitioner Expert certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

Adobe AD0-E559 Marketo Engage Business Practitioner Expert Certification Details:

Exam Name	Adobe Marketo Engage Business Practitioner Expert
Exam Code	AD0-E559
Exam Price	$225 (USD)
Duration	100 mins
Number of Questions	50
Passing Score	32/50
Books / Training	**Adobe Marketo Engage Business Practitioner Expert Prep Guide**
Schedule Exam	**Adobe, Pearson VUE**
Sample Questions	**Adobe Marketo Engage Business Practitioner Expert Sample Questions**
Practice Exam	**Adobe AD0-E559 Certification Practice Exam**

AD0-E559 Syllabus:

Topic	Details	Weights
Administration and Maintenance	- Determine mapping process between Marketo and CRM - Identify what happened to an asset using the Audit Trail - Recognize differences between users and roles - Given a scenario, identify the best fit for using workspace and partitions - Identify CRM platforms with native Marketo synchronization - Given a scenario, locate where information is referenced	12%
Marketing Activities/Campaign Management	- Demonstrate an understanding of Smart Campaigns, logic, constraints and flow steps - Given a scenario, define the next step - Identify the root cause of a problem - Interpret the relationship between programs, channels, tags and period cost - Demonstrate/apply the correct configuration to Engagement Programs - Give examples of usage for different types of tokens - Summarize the utility of Webhooks in Marketo and how they are used - Identify and apply the appropriate use of the PMCF - Explain the benefits of Global Assets and how to use them - Demonstrate the capabilities of forms - Perform and analyze an A/B test strategy - Identify where a program or asset has been referenced with 'Used By' - Troubleshoot communication limits	46%

Topic	Details	Weights
	- Use Webinar provider information in an event program	
Lead Management	- Outline the key decision points in defining the lifecycle model - Apply best practices around lead scoring - Implement the appropriate interesting moments - Interpret the lead activity log - Given a scenario, identify the creation source	12%
Data Management	- Demonstrate how to set up a data management program - Analyze an instance's data quality - Identify a few key pieces of Marketo's data retention policy as it relates to smart lists - Summarize how segmentation works	10%
Reporting	- Given an outcome of a campaign, determine how to set up a program to provide the best reporting - Given a scenario, be able to investigate and assign the appropriate acquisition program	4%
Best Practices	- Demonstrate the relevance of lead scoring in marketing and sales collaboration - Illustrate the benefits of the folder structure and naming conventions - Apply best practices around A/B testing - Explain the process to perform a quality check on any Marketo program - Explain the process to perform a quality check on an email	16%

Adobe AD0-E559 Sample Questions:

Question: 1

How does Marketo integrate with webinar providers in an event program?

   a) Through native connectors
   b) By exporting lead data manually
   c) By creating custom APIs
   d) Using dynamic content

Answer: a

Question: 2

Where can you find details about a lead's interaction with an asset?

   a) Program Membership Tab
   b) Audit Trail
   c) Lead Activity Log
   d) Smart List Filters

Answer: c

Question: 3

What is a key consideration when defining a lifecycle model in Marketo?

   a) Campaign activation timing
   b) Identifying stages in the buyer journey
   c) Frequency of email sends
   d) Use of segmentation filters

Answer: b

Question: 4

The marketing team discovers duplicate leads in their database. What should they do to resolve the issue?

   a) Use the Merge Leads feature in Marketo
   b) Manually delete duplicate records
   c) Assign all duplicate leads to a suppression list
   d) Create a segmentation filter to isolate duplicates

Answer: a

Question: 5

Why is lead scoring critical for aligning marketing and sales efforts?

   a) It automates the lead conversion process
   b) It qualifies leads based on predefined criteria
   c) It assigns random scores to leads
   d) It eliminates the need for sales follow-up

Answer: b

Question: 6

A team member requires access to create and approve assets but should not modify CRM sync settings. What role configuration should you use?

   a) Grant administrative access
   b) Assign a user the Marketo Admin role
   c) Create a custom role with asset creation and approval permissions
   d) Disable all permissions except lead management

Answer: c

Question: 7

Which CRM platform offers native synchronization with Marketo?

   a) Salesforce
   b) Microsoft Dynamics
   c) HubSpot
   d) Pipedrive

Answer: a

Question: 8

Your client is using Salesforce as their CRM and wants to ensure all new leads in Marketo are synced with Salesforce. What action should you take?

   a) Map Marketo lead fields to corresponding Salesforce fields
   b) Create custom lead views in Salesforce
   c) Enable Smart List filters for CRM sync
   d) Use a manual import/export process

Answer: a

What is the primary purpose of mapping fields between Marketo and a CRM?

a) To enable real-time reporting on sales metrics
b) To synchronize data between systems for seamless integration
c) To improve the speed of data processing
d) To ensure compliance with data protection laws

Answer: b

Question: 10

When should you use partitions in Marketo? (Choose two)

a) To segment customer data by region
b) To configure API integrations
c) To manage leads for multiple business units
d) To define campaign flow steps

Answer: a, c

Study Guide to Crack Adobe Marketo Engage Business Practitioner Expert AD0-E559 Exam:

- Getting details of the AD0-E559 syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the AD0-E559 exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the Adobe provided training for AD0-E559 exam could be of much help. If there is specific training for the exam, you can discover it from the link above.
- Read from the AD0-E559 sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.
- Practicing on AD0-E559 practice tests is must. Continuous practice will make you an expert in all syllabus areas

Reliable Online Practice Test for AD0-E559 Certification

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