Adobe

AD0-E564

Adobe Marketo Engage Digital Marketer Professional

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Product Version

✓ Up to Date products, reliable and verified.
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Latest Version: 6.0

Question: 1

Which option from the View picklist would a marketer select to modify their Email Program's Name and Description?

A. Summary
B. Control Panel
C. Dashboard
D. Used by

Answer: A

Question: 2

The purpose of a channel includes the following:
Select three.

A. Schedule the steps of a program
B. Organize program reporting
C. Define the status of a person's engagement with a program
D. Measure program success
E. Define static email lists

Answer: B,C,D

Question: 3

What is a best practice when using advanced filter logic?

A. Prioritize "AND" logic before "OR" logic.
B. Do not use parentheses.
C. Move filters after setting logic.
D. Change logic in filters first.

Answer: A

Question: 4

A program naming convention allows for easy:
Select three.

A. grouping by channel.
B. grouping by launch date of the program.
C. alpha-numeric sorting.
D. grouping by program type.
E. searching in the Design studio.

Answer: A,B,C

Question: 5

Which of the following is the main benefit of adding a meta-description and meta-keywords to landing pages?

A. To tag the landing pages for asset management
B. To highlight the keywords every time they are used on the landing page
C. To organize the landing pages for better reporting
D. To optimize the landing page for search engines

Answer: D

Question: 6

It would be appropriate to set an email as operational when sending:

A. a new product announcement to prospects who previously unsubscribed.
B. an email invitation to all prospects in the Database.
C. a confirmation message after someone completed the Contact Us form on your website.
D. a blog digest to everyone who opted in.

Answer: C

Question: 7

Which task does marketing automation perform?

A. It nurtures people to foster trust and brand loyalty.
B. It closes deals for sales representatives.
C. It defines the message for each buyer persona.

D. It automatically creates emails and landing pages.

Question: 8

What are the ways people make themselves known in the Database?
Select two.

A. Syncing from the CRM
B. Filling out a form
C. Visiting the company website directly
D. Opening an email sent to them
E. Clicking on a tracked link in an email

Question: 9

What is the best practice for a marketing manager to measure the cost for a marketing program that has no variable costs?

A. The "no period cost" status should be added to the program.
B. Fixed costs should be added to the program.
C. No period costs should be added to the program.
D. A period cost of 0 should be added to the program.

Question: 10

A marketer is creating a landing page to promote a new white paper. There will be a form on the page that people must complete to access the white paper. Their company has also published a handbook on the same topic.
Where would be the best place to promote the handbook?

A. Below the form on the white paper landing page
B. Above the fold on the white paper landing page
C. On the thank you page after the white paper form has been submitted
D. On the cover of the white paper

Thank You for Trying Our Product

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