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AD0-E561

Adobe Marketo Engage Business Practitioner Professional



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Latest Version: 6.0

Question: 1

You are running a webinar that requires tracking registration and attendance. Which program type should you use?

A. Engagement Program
B. Email Program
C. Default Program
D. Event Program

Answer: D

Question: 2

Which are valid use cases for a Default Program?
(Choose two)

A. Managing webinar events
B. Storing operational workflows
C. Hosting A/B email tests
D. Collecting gated content leads

Answer: B,D

Question: 3

A lead qualifies for two email campaigns scheduled on the same day. What prevents the lead from receiving both emails?

A. Program Membership settings
B. Smart List filters
C. Communication Limits
D. Typology Rules

Answer: C

Question: 4

Which elements can be cloned in Marketo?
(Choose two)

A. Email Templates
B. Snippets
C. Delivery Approvals
D. Dynamic Segments

Answer: A,B

Question: 5

How do you apply personalization to an email in Marketo?

A. Use Smart Campaigns
B. Apply dynamic snippets
C. Insert tokens
D. Configure period costs

Answer: C

Question: 6

Which file types are accepted for list imports?
(Choose two)

A. CSV
B. TXT
C. XLSX
D. JSON

Answer: A,B

Question: 7

You need a list of leads who have unsubscribed from email campaigns. What system Smart List should you use?

A. "Blacklisted Emails"
B. "Unsubscribed Leads"
C. "Inactive Members"

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D. "Non-Responsive Leads"

Answer: B

Question: 8

What happens when logs are purged in Marketo?
(Choose two)

A. Performance metrics are recalculated
B. Historical data is permanently deleted
C. Reporting dashboards may lose accuracy
D. Smart Campaign results improve

Answer: B,C

Question: 9

A marketing team is preparing to launch a new email campaign. During the pre-launch review, they identify that the wrong segment has been targeted. What is the best next step?

A. Update the Smart List in the campaign to target the correct segment
B. Pause the campaign and relaunch with updated content
C. Clone the campaign, correct the segment, and launch the new version
D. Edit the segment directly within the database

Answer: A

Question: 10

Why are Period Costs important for Marketo programs?
(Choose two)

A. They provide accurate ROI calculations
B. They simplify cloning workflows
C. They are required for asset approvals
D. They help align program expenses with budgeting periods

Answer: A,D

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