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Adobe AD0-E559

Adobe Marketo Engage Business Practitioner Expert



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Latest Version: 6.0

Question: 1

A field needs to be created on the Person object that is visible in both CRM and Adobe Marketo Engage. Which steps always need to be completed in order to accomplish this?

- A. Create a field on the lead or contact objects in CRM. provide read/write access to the Adobe Marketo Engage Sync User
- B. Create a field on the person object in Adobe Marketo Engage, refresh the schema in Adobe Marketo Engage
- C. Create a field on the lead and contact objects in CRM, add this field to Marketing User page layout

Answer: B

Question: 2

Which two Sales CRM platforms are natively synchronized with Adobe Marketo Engage? (Choose two.)

- A. Salesforce
- B. Zoho
- C. Microsoft Dynamics
- D. Freshworks CRM (Formerly Freshsales)

Answer: A, C

Explanation:

Adobe Marketo Engage natively synchronizes with Salesforce and Microsoft Dynamics CRM platforms. These are the only two CRM platforms that have a native integration with Adobe Marketo Engage and do not require any third-party connectors or custom solutions

Question: 3

Michael manages the Adobe Marketo Engage instance for his company. In order to ensure that each regional team can view and edit only their own programs, Michael has implemented Workspaces. The team recently hired an intern in the Asia Pacific Japan (APJ) region who will be responsible for cloning and preparing programs for launch, working strictly within the APJ Workspace. Custom Roles have not been set up in their Adobe Marketo Engage instance.

What is one step Michael must take in order to limit the intern's access to work strictly to the APJ Workspace?

- A. Create a Role for the intern that grants permissions only for the APJ Partition.
- B. Create a Role for the intern that grants permissions only for the APJ Workspace.
- C. Create a User for the intern that grants access only to the APJ Workspace.

Answer: C

Explanation:

To limit the intern's access to work strictly to the APJ Workspace, Michael must create a User for the intern that grants access only to the APJ Workspace. This can be done by selecting the APJ Workspace from the Workspaces drop-down menu when creating the User. The User will then only be able to view and edit programs and assets within that Workspace.

Question: 4

Ajay has joined as the Adobe Marketo Engage Administrator for ACMEWorld theme park. He would like a comprehensive list of actions that users have taken within the Adobe Marketo Engage instance in the last six months. Also, he wants to know who updated the Webinar registration landing page in the last month.

Where would Ajay find these details?

- A. Check User Login History
- B. Use Audit Trail
- C. View Lead Activity

Answer: B

Explanation:

To find a comprehensive list of actions that users have taken within the Adobe Marketo Engage instance in the last six months, Ajay can use Audit Trail. Audit Trail is a feature that tracks all user activities within an Adobe Marketo Engage instance, such as creating, updating, or deleting programs, assets, fields, users, roles, etc. Audit Trail also shows who updated the Webinar registration landing page in the last month by filtering by user name, date range, and activity type.

Question: 5

A business practitioner is building a Center of Excellence' workspace in their Adobe Marketo Engage Instance to house their best practice landing page and email templates. They would like to build and store these assets in this workspace in the Design Studio and share them across all workspaces in the Adobe Marketo Engage instance.

What does the business practitioner need to do in order to share these assets across all workspaces?

- A. Put them inside a folder and share that folder with the other desired workspaces.
- B. Clone them to the Design Studio of the other desired workspaces.
- C. Approve them and they will automatically be shared with all other workspaces.

Answer: A

Explanation:

To share landing page and email templates across all workspaces in the Adobe Marketo Engage instance, the business practitioner needs to put them inside a folder and share that folder with the other desired workspaces. This can be done by right-clicking on the folder in Design Studio and selecting Share Folder. Then, the business practitioner can select which workspaces to share the folder with and what permissions to grant them

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