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Adobe Marketo Engage Professional

Adobe AD0-E555

Version Demo

Total Demo Questions: 7

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Topic Break Down

Topic	No. of Questions
Topic 1, Lead Management	15
Topic 2, Data Management	3
Topic 3, Marketing Activities	41
Topic 4, Analytics and Reporting	11
Topic 5, Administration	1
Total	71

QUESTION NO: 1

Which type of Smart Campaign is listening for and automatically responding to person's actions?

- A. Trigger
- B. Batch
- C. Recurring

ANSWER: A

Explanation:

Trigger is correct because a trigger Smart Campaign monitors person activity and responds when that activity occurs. Its Smart List contains one or more trigger criteria, such as filling out a form, visiting a web page, clicking a link in an email, or being added to a list. When a person performs the defined action and meets any applicable constraints, Marketo Engage qualifies that person for the campaign in real time and runs the configured flow steps. This allows marketers to automate immediate, behavior-based follow-up, such as sending a confirmation email after a form submission, changing a person's score after a web visit, or alerting a sales representative after a high-value action. Adobe describes trigger campaigns as campaigns that listen for an activity and execute their flow when the trigger event happens. The campaign can continue to listen for qualifying activity while it remains active, subject to its qualification rules and other campaign settings. See Adobe's documentation on [understanding Smart Campaigns](#) and [creating a trigger Smart Campaign](#).

QUESTION NO: 2

A marketer wants to compare the number of views, form submissions, and conversion rate for several Adobe Marketo Engage landing pages used in the same campaign.

Which report would the marketer use?

- A. Email Performance
- B. Landing Page Performance
- C. People Performance
- D. Program Performance

ANSWER: B

Explanation:

Landing Page Performance is correct because it is designed to measure performance for landing page assets, including page views, form submissions, and conversion-related metrics. The marketer can use the report to compare how effectively the campaign landing pages convert visitors.

Program Performance measures results for programs, such as membership, success, and new names. People Performance measures database growth, while Email Performance focuses on email delivery and engagement metrics rather than landing-page activity.

QUESTION NO: 3

Which are two appropriate uses for a Static List in Adobe Marketo Engage? (Choose two.)

- A. Retaining an imported list of confirmed event attendees.
- B. Maintaining a manually curated exception audience for campaign suppression.
- C. Finding people whose behavior score is greater than 50.

D. Finding people who visit a specified web page in the next 30 days.

ANSWER: A B

Explanation:

A Static List is appropriate when membership must be explicitly maintained rather than dynamically recalculated. An imported list of confirmed event attendees can be retained as a known audience, and a manually curated list of people who require special handling can be used as a fixed exception list in Smart Campaign logic.

A Smart List should be used when membership must continually reflect person data or activity criteria, such as people whose score exceeds a threshold or people who visit a web page. Static Lists do not automatically add or remove people as their field values or behaviors change.

QUESTION NO: 4

What is the file size limit for images and files uploaded to the Design Studio of Adobe Marketo Engage?

A. 100MB

B. 50MB

C. 15MB

ANSWER: A

Explanation:

The correct limit is **100MB**. In Adobe Marketo Engage Design Studio, users manage reusable marketing assets, including images and downloadable files, through the Images and Files area. When an asset is uploaded there, Marketo Engage enforces a maximum upload size of 100 MB for each individual file. This capacity supports common campaign assets such as image files, documents, and other files that marketers may link in emails or landing pages, while keeping hosted asset management within the platform's supported operating limits.

For an asset that exceeds 100 MB, the appropriate practice is to host the file externally and use its URL in the relevant Marketo Engage asset or communication. Marketers should also consider whether a large downloadable asset is appropriate for the recipient experience, particularly for mobile users. Adobe's instructions for the Images and Files area explicitly state that the maximum file size is 100 MB. See Adobe's documentation on [adding images and files to Marketo Engage](#) and the [Marketo Engage product features](#) documentation for further platform context.

QUESTION NO: 5

A marketer decides to change the qualification rules for a Smart Campaign so that a person can go through the flow every time.

How would the marketer make this change?

A. Schedule tab > Edit Settings > Block non-operational emails

B. Setup tab > Edit Settings > Every time

C. Schedule tab > Edit Settings > Every time

ANSWER: C

Explanation:

Schedule tab > Edit Settings > Every time is correct because Smart Campaign qualification rules are configured from the campaign's Schedule tab. Selecting *Edit Settings* opens the qualification-rule controls, which determine whether a person may run through the Smart Campaign flow only once, every time they qualify, or at a specified recurrence interval. Choosing

Every time permits a person to run through the flow on each occasion that they qualify for the Smart Campaign. This setting is especially relevant for trigger campaigns where the same person can meet the trigger conditions repeatedly over time. Marketo Engage applies qualification rules to control flow-step re-entry and prevent unintended repeated processing by default; changing the rule to every time deliberately allows repeat qualification. Adobe's Smart Campaign documentation describes accessing these settings through the Schedule tab and selecting the desired qualification frequency. See [Edit Qualification Rules in a Smart Campaign](#) and [Understanding Smart Campaigns](#).

QUESTION NO: 6

A marketing team uses a folder-level token named {{my.Event Date}} as the standard date for a group of event programs. One program will occur on a different date from the other programs.

Which two actions would allow the team to use the shared default while displaying a different date in that one program? (Choose two.)

- A. Create {{my.Event Date}} at the folder level with the standard event date.
- B. Create {{my.Event Date}} at the individual program level with the exception date.
- C. Edit the event date directly in every email in the exception program.
- D. Change the folder-level token to the exception date.

ANSWER: A B

Explanation:

Creating the token at the folder level provides a value that can be inherited by programs within that folder. Creating a token with the same name at the individual program level overrides the inherited value for that program. This allows the other programs to continue using the shared folder value while the exception program resolves the token to its own date.

Editing each email directly removes the benefit of reusable tokens and makes future updates more difficult. Changing the folder token would affect all programs that inherit it, not only the exception program.

QUESTION NO: 7

A marketer wants to run an Email Program A/B test that compares inbox-level elements without changing the body design of the email.

Which two A/B test types should the marketer use? (Choose two.)

- A. Subject Line
- B. From Name
- C. Whole Email
- D. Date/Time

ANSWER: A B

Explanation:

Subject Line and From Name are built-in Email Program A/B test types that compare elements recipients see in the inbox. These tests are useful when the marketer wants to improve open performance while keeping the email body unchanged.

Whole Email testing compares complete email versions and is appropriate when body content, layout, imagery, or calls to action are being tested. Date/Time testing compares send timing rather than an inbox-level message element.