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QUESTION & ANSWER

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Exam : **AD0-E559**

Title : Adobe Marketo Engage
Business Practitioner Expert

Version : DEMO

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: A

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

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: B

Explanation:

In Adobe Marketo Engage, workspaces and roles are used to control access to resources. Workspaces are essentially containers for your Marketo assets, like emails, landing pages, campaigns, etc., and they can be set up to restrict access to certain groups or regions, such as APJ in this case.

Roles, on the other hand, are used to control what users can do within their workspace. So, in order to restrict the intern's access strictly to the APJ Workspace, Michael needs to create a Role that grants permissions only for that specific Workspace.

Note that workspaces and partitions are not the same thing in Marketo. Partitions are about data access, specifically, leads. Workspaces, in contrast, control access to marketing assets. Therefore, creating a role that only allows access to the APJ Partition (Option A) would not be correct because it wouldn't necessarily limit the intern's access to just the APJ Workspace.

Option C is also incorrect because users themselves don't have direct control over access to specific workspaces. Instead, they are assigned roles, and it is those roles that dictate what workspace a user can access and what they can do within it.

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.

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: B

Explanation:

Adobe Marketo Engage does not provide a built-in feature to directly share assets like landing pages and email templates across multiple workspaces. Each workspace in Marketo has its own Design Studio, and assets are not shared automatically between different workspaces.

So, in order to share these best practice assets, the business practitioner would need to clone them to the Design Studio of the other workspaces where they need to be used. Each workspace would then have its own copy of the templates.

Option A is incorrect because folders in Marketo cannot be shared across workspaces. Each workspace has its own set of folders and these cannot be accessed from another workspace.

Option C is also incorrect because simply approving an asset does not share it with other workspaces. The approval of an asset is a step in the asset's lifecycle within a workspace, but it does not change the accessibility of the asset from other workspaces.