

Adobe AD0-E564

Adobe Marketo Engage Digital Marketer Professional

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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.

Answer: A

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

Answer: B,E

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.

Answer: D

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

Answer: C

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