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Adobe Marketo Engage Architect Master

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Adobe Marketo Engage Architect Master Sample Questions (Q21-Q26):

NEW QUESTION # 21

A marketing team wants to modify their sales process to add an extra step where CRM-based operators will qualify leads before passing them to field sales agents. The marketing team needs guidance since this is a new function for them, but they cannot spend much time updating Marketo since SDR reps are being hired in two weeks.

Which step is essential before this change goes into effect?

- A. Check that the database size will still be compliant with the expected volume of new leads that the SDRs will manage
- B. Create a new lead scoring model before hiring SDR reps
- C. Review the existing lead segmentation and lead routing automations, and edit them so alerts will be sent to SDRs instead of sales managers
- D. Check existing nurture programs, and advise the business of overlapping areas between SDR involvement and automated nurtures

Answer: C

NEW QUESTION # 22

Which steps should be prioritized to improve workflow performance in Marketo? (Choose two)

- A. Schedule campaigns during non-peak hours
- B. Reduce the number of triggers in workflows
- C. Increase the number of batch campaigns
- D. Replace static lists with Smart Lists

Answer: A,B

NEW QUESTION # 23

An Adobe Marketo Engage Architect is integrating a Marketo Engage instance for a non-profit client with two different third-party platforms.

The requirements are outlined below:

Scenario 1: Automatically clone existing default programs on Marketo, build the email using the RSS feed of blog section, and schedule the email on every Thursday.

Scenario 2: Before deleting any record on Marketo, push the data to "Donor System".

How should the Marketo Engage Architect approach the platform integration?

- A. Scenario 1 - Use Email Scripting and Scenario 2 - Use REST API
- B. Scenario 1 - Use Webhook and Scenario 2 - Use REST API
- C. Scenario 1 - Use REST API and Scenario 2 - Use Webhook
- D. Scenario 1 - Use JavaScript API and Scenario 2 - Use REST API

Answer: C

NEW QUESTION # 24

A company has decided to implement Adobe Marketo Engage and plans on integrating both Microsoft Dynamics and an E-Commerce store with Marketo Engage. There is currently a lack of clarity regarding which data should be included from each system and the quality of that data. It has been confirmed that data gathered via the E-Commerce store will be used to enrich the data in the CRM.

What would the consultant validate before determining whether the project scope needs to include a custom integration for CRM?

- A. Will E-Commerce share order data with Marketo via a Custom Object?

- B. Will E-Commerce share different values than the CRM (e.g., US versus United States for country)?
- C. Will E-Commerce use a default integration for order data and billing?
- **D. Will E-Commerce share billing data to the Company object in Marketo?**

Answer: D

NEW QUESTION # 25

What factors should be included in a project's risk assessment? (Choose two)

- A. Vendor pricing policies
- B. Marketing asset approval times
- **C. Unclear stakeholder requirements**
- **D. Availability of skilled resources**

Answer: C,D

NEW QUESTION # 26

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