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Adobe Marketo Engage Architect Master Sample Questions (Q44-Q49):

NEW QUESTION # 44

When implementing a modified process in Adobe Marketo Engage, what are the key considerations for assessing its impact on marketing operations, implementing effective change management strategies, and ensuring proper enablement for users to adapt to the updated workflows?

- A. Conduct basic discovery workshops, implement changes without informing stakeholders, and assume users will effortlessly adapt without any need for enablement or communication
- B. Concentrate on the impact assessment, email changes to stakeholders, and provide multiple training sessions
- C. Ignore impact assessment, implement changes without informing stakeholders, and assume users will naturally adapt without any enablement measures
- D. **Assess the impact on key metrics, hold a meeting to communicate changes to stakeholders, and conduct comprehensive training sessions**

Answer: D

NEW QUESTION # 45

A marketing operations manager has inherited an 8-year-old Marketo instance. During an audit, they discover that each region has their own naming standards, and often marketers will create unique program names like "Mario Dec13 Sales Event - OLD DO NOT USE". Reporting is inaccurate and often requires extensive filtering to get simple results.

In order to create consistent program organization rules, what is the recommended best practice for program naming schemes?

- A. [Program type] [YYYY]-[MM]-[Optional DD] [Description]
Example:
WBN 2024-02-14 Product release
- B. Use a unique identifier for each program without following a standardized structure
- C. [Description] [Program type] [YYYY]-[MM]-[DD]
Example:
Product release WBN 2024-02-14
- D. [YY]-[MM]-[Optional DD] [Description]
Example:
24-02-14 Product release Webinar

Answer: A

NEW QUESTION # 46

Which types of data integrations are supported in Marketo? (Choose two)

- A. Manual lead imports via CSV
- B. Predictive analytics integrations
- C. **API-based real-time integrations**
- D. Batch-based CRM syncs

Answer: C,D

NEW QUESTION # 47

A company helps organizations connect and integrate their data. Their marketing team is focused on driving lead generation and marketing influence on pipeline and revenue growth, and their sales cycle is typically 6 months. The table shows a Program Opportunity Analysis report for programs that were run in Q1 and Q2. It is now the middle of Q3, and they are looking at how they would modify their marketing spend in Q4 given the sales team are behind their target.

Program Channel	Program	(FT) Opportunities Created	(FT) Pipeline Created	(FT) Revenue Won	(MT) Opportunities Created	(MT) Pipeline Created	(MT) Revenue Won	Program Cost
Webinar	WB-AU-0224-SyncMaster Showdown	7.32	\$142,600	\$26,410	4.32	\$42,561	\$26,410	\$500
	WB-AU-0324-Integrate & Chill	5.23	\$430,200	\$45,200	6.23	\$240,300	\$45,200	\$500
	WB-AU-0424-Synthesizing 101	8.05	\$193,200	\$0	8.23	\$324,700	\$0	\$500
	WB-AU-0524-SyncShow 101	12.95	\$530,209	\$0	10.03	\$184,200	\$0	\$500
	WB-AU-0624-Integration Unplugged	4.6	\$623,000	\$129,900	7.24	\$174,004	\$123,900	\$500
Content Syndication	CTS-AU-0224-Rethinking Connectivity in the Digital Era	1.74	\$45,880	\$34,560	1.74	\$45,850	\$34,560	\$25,000
	CTS-AU-0324-The Integration Jam	0.45	\$12,536	\$0	0.24	\$12,035	\$0	\$25,000
	CTS-AU-0424-Streamlining Operations: Revolutionary Workflow	2.08	\$24,832	\$0	0.23	\$15,030	\$0	\$25,000
	CTS-AU-0524-Integration 101: Connect the Dots	1.67	\$86,203	\$34,230	1.23	\$56,203	\$34,230	\$25,000
Live Event	LE-AU-0224-The SyncShow Feb	7.34	\$195,430	\$0	7.34	\$130,200	\$143,400	\$35,600
	LE-AU-0324-Fireside Chat with CEO Connie Nector	2.87	\$48,236	\$130,300	3.24	\$89,230	\$128,230	\$24,600
	LE-AU-0424-The SyncShow Apr	1.45	\$14,631	\$24,300	2.14	\$15,200	\$19,320	\$43,020
	LE-AU-0624-Connectopia	2.45	\$293,313	\$0	4.12	\$72,300	\$140,232	\$82,300
Tradeshow	TS-AU-0324-Integrators Connect Sydney	2.56	\$127,350	\$0	8.23	\$12,300	\$30,420	\$124,000
	TS-AU-0424-Data & Analytics Convention	3.42	\$140,230	\$0	5.23	\$144,000	\$50,320	\$89,000
	TS-AU-0524-Future Innovations Expo 2024	4.45	\$153,000	\$0	4.51	\$23,040	\$21,040	\$145,000
Grand Total		68.63	\$3,065,820	\$418,900	74.3	\$1,581,153	\$797,262	\$646,020

How can the marketing team help the sales team meet their Q4 targets?

- A. Increase marketing spend on Content Syndication
- B. Increase marketing spend on Live Events
- **C. Increase marketing spend on Webinars**
- D. Increase marketing spend on Tradeshows

Answer: C

NEW QUESTION # 48

What should be considered for efficient data schemas in Marketo? (Choose two)

- **A. Field mapping consistency**
- B. Limiting data imports
- C. Avoiding relational data structures
- **D. Using standardized field names**

Answer: A,D

NEW QUESTION # 49

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