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Adobe Marketo Engage Architect Master Sample Questions (Q70-Q75):

NEW QUESTION # 70

Which stakeholders are essential for implementing a Marketo project? (Choose two)

- A. Marketing Operations Manager
- B. Campaign Specialist
- C. Customer Support Agent
- D. Business Strategist

Answer: A,D

NEW QUESTION # 71

What criteria are essential when evaluating campaign logic for lead engagement? (Choose two)

- A. Defining lead scoring thresholds
- B. Leveraging dynamic content in campaigns
- C. Using static lists for all segmentation
- D. Scheduling campaigns during peak hours

Answer: A,B

NEW QUESTION # 72

A client observes low engagement rates due to spam complaints.
What action is recommended?

- A. Use double opt-in for subscriptions
- B. Increase sending frequency
- C. Warm up IP addresses
- D. Adjust recipient preferences

Answer: A

NEW QUESTION # 73

An Adobe Marketo Engage Administrator for a software company that sells cloud-based solutions to enterprise customers has to prepare a presentation for the Board of Directors meeting next month, where the following questions will be answered:

- * How many marketing-qualified leads (MQLs) do I have?
- * How long does it take for a new lead to become an MQL?
- * What is my conversion rate for MQLs to opportunities?

How should the administrator use Marketo Engage to create the process and Marketo Engage reports that will answer these questions?

- A. Build a Revenue Cycle Model (RCM)
Create transition rules for each stage
Ensure that the transition rules have a trigger
Use People by Revenue Stage report
- B. Build a Revenue Cycle Model (RCM)
Create transition rules for each stage
Set Google AdWords Conversions in the Revenue Model
Use the Opportunity Influence Analyzer report
- C. Build a Revenue Cycle Model (RCM)
Create transition rules for each stage
Ensure that the transition rules have a trigger
Use the Success Path Analyzer report
- D. Build a Revenue Cycle Model (RCM), and use Smart Lists to create the reports

Answer: C

NEW QUESTION # 74

A business unit wants to measure and report on how various marketing sources contribute to the ROI of marketing campaigns. The business unit is using Adobe Marketo Engage and currently has a comprehensive set of program channels with high adoption of

channel usage and status tracking within programs; their instance is synchronized with CRM via native connector. They have requested assistance with setting up reports and using Adobe Marketo Engage to track and measure various marketing sources in comparison to the success within their programs.

Given the consultant has not worked with this business before, what would be the optimal approach for achieving this goal?

- A. Identify and document the intended report goals this business unit wishes to achieve Discuss and document the various channel attribution groups and confirm if these are relevant to business goals Confirm if there are data visualization tools already in use and research their practicality in aiding the business goals Work with CRM administrators and stakeholders on any gaps arising from their goals and the data sources that are required to achieve these goals Consult with the local marketing team/marketing operations team on their current program templates and suggest changes that would improve tracking multiple marketing sources through in-built functions and/or external data platforms Make adjustments to a set of new program templates that align with the business channels in light of stamping multiple marketing sources and test accordingly
- B. Check that the Adobe Marketo Engage instance has Marketo Performance Insights (MPI) enabled; if not, request this from the CSM Once enabled, check that opportunity data is flowing as expected from CRM Check that all of the important tracking programs have period costs assigned Utilize MPI to visualize the percentage of success and compare these against investment windows Set up the appropriate reports and subscribe the stakeholders to these reports
- C. Check that Adobe Marketo Measure (Bizible) has been enabled; if not, request this from the CSM Once enabled, audit the platform to ensure all of the program channels and statuses are being used correctly and determine if using program member custom fields would enrich the data being tracked at the individual program level Check that all of the important tracking programs have period costs assigned Work with CRM administrators and stakeholders on any gaps arising from their goals and the data sources that are required to achieve these goals Consult with the local marketing team/marketing operations team on their current program templates and suggest changes that would improve tracking multiple marketing sources through in-built functions and/or external data platforms Make adjustments to a set of new program templates that align with the business channels in light of stamping multiple marketing sources and test accordingly
- D. Consult with the local marketing team/marketing operations team on their current program templates and suggest changes that would improve tracking multiple marketing sources through in-built functions and/or external data platforms Make adjustments to a set of new program templates that align with the business channels in light of stamping multiple marketing sources and test accordingly Confirm that the Adobe Marketo Engage instance has Marketo Performance Insights (MPI) enabled Once enabled, check that opportunity data is flowing as expected from CRM Check that all of the important tracking programs have period costs assigned Utilize MPI to visualize the percentage of success and compare these against investment windows

Answer: A

NEW QUESTION # 75

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