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Adobe AD0-E560 Exam

Adobe Marketo Engage Architect Master

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No matter how much you study, it can be difficult to feel confident going into the Adobe Marketo Engage Architect Master (AD0-E560) exam. However, there are a few things you can do to help ease your anxiety and boost your chances of success. First, make sure you prepare with Real AD0-E560 Exam Dumps. If there are any concepts you're unsure of, take the time to take AD0-E560 practice exams until you feel comfortable.

Adobe Marketo Engage Architect Master Sample Questions (Q97-Q102):

NEW QUESTION # 97

A company operates in multiple countries across Europe, APAC, and North America. Each region has its own marketing team that configures the programs in Marketo for each country, and the country field is mandatory on all Marketo forms. The company has Salesforce CRM integrated with Marketo via the native connector, and new leads are routed so they can be assigned to the correct sales team. A consultant is advising the company on their Marketo architecture as part of an initial implementation.

Which two recommendations should the consultant provide for this scenario? (Choose two.)

- A. Advise the customer to set up four workspaces: one for each region, and one for Default (to manage administration)
- B. Use smart campaigns to assign new leads to each partition based on the Country field
- C. Configure a custom dedupe rule that uses the country field as the secondary duplication key
- D. Configure Assignment Rules in the Admin section to assign new leads to each partition based on the Country field

Answer: A,B

NEW QUESTION # 98

A business wants to send personalized emails to leads based on their recent activities.

What should be implemented?

- A. Batch campaigns with static lists
- B. Manual segmentation of leads
- C. Engagement Streams with Smart Campaign triggers
- D. Dynamic content in batch emails

Answer: C

NEW QUESTION # 99

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

Answer: D

NEW QUESTION # 100

A company is launching a gated content whitepaper download campaign that will use a Marketo form on their company website. They will launch two paid advertising campaigns via Facebook and Google to drive new leads to the form, but the form can also be accessed organically via the company website.

The company wants to track:

The number of leads generated by this campaign

Which channel generated the most leads

How many people completed the download and which medium drove them to the form What is the best approach to program configuration in Marketo to achieve this level of reporting?

- A. Create a channel for Web Content, and create a program with this channel Set up Program Member Custom Fields to

capture utm source, medium, and campaign at the program level Capture all form fills in the Web Content program, ensuring Acquisition Program and date is set for newly acquired leads Apply Period Costs for all advertising to the program

- B. Create channels for Online Advertising and Web Content, and create a Marketo program for each Set up Program Member Custom Fields to capture utm source, medium, and campaign at the program level Route Organic form fills to the Web Content program, and form fills from Facebook and Google to the Paid Advertising program, ensuring Acquisition Program and date is set for newly-acquired leads Apply Period Costs for all advertising to the Paid Advertising program
- C. Create channels for Online Advertising, Social Advertising, and Web Content, and create a Marketo program for each Route Organic form fills to the Web Content program, form fills from Facebook to the Social Advertising Campaign, and form fills from Google to the Paid Advertising program, ensuring Acquisition Program and date is set for newly-acquired leads Apply Period Costs for Facebook advertising to the Social Advertising program and Period Costs for Google to the Online Advertising program
- D. Create channels for Online Advertising, Social Advertising, and Web Content, and create a Marketo program for each Set up Program Member Custom Fields to capture utm source, medium, and campaign at the program level Route Organic form fills to the Web Content program, form fills from Facebook to the Social Advertising Campaign, and form fills from Google to the Paid Advertising program, ensuring Acquisition Program and date is set for newly-acquired leads Apply Period Costs for Facebook advertising to the Social Advertising program and Period Costs for Google to the Online Advertising program

Answer: D

NEW QUESTION # 101

Which security measure is most effective in preventing unauthorized data access in Marketo?

- A. Implementing Single Sign-On (SSO)
- B. Limiting segmentation by lists
- C. Increasing engagement campaign approval settings
- D. Using encrypted fields in forms

Answer: A

NEW QUESTION # 102

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