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Adobe Marketo Engage Architect Master Sample Questions (Q91-Q96):

NEW QUESTION # 91

The team that handles the CRM pipeline of MQLs from Demo Requests reports a sudden drop in new leads in their queue. The issue is found to be caused by many new Person records in Marketo Engage that are not being tagged with Source. However, no other information has been found. These records might have a different Source.

Which steps should an Adobe Marketo Architect take to find the core issues?

- A. Create a Performance report to capture all numbers over time
Cross reference with Program Analyzer using the Program view
Channel Filter to see which programs are likely causing issues
- B. Test all individual ways Person records can be created through social Test CRM and web to see if there are issues Check Admin trail for poor list imports to see who could be importing poor data
- C. Check Activity Logs of affected records

Ask/find a small sample of affected records for reference

Build Smart Lists based off findings to see if findings cover all affected Person records

- D. Audit CRM integration settings to ensure accurate person source tagging

Answer: C

NEW QUESTION # 92

A client's Marketo instance has poorly organized campaigns, leading to reporting inaccuracies. What is the first step to resolve this?

- A. Implement naming conventions for campaigns
- B. Reduce the number of campaigns
- C. Consolidate all campaigns into one workspace
- D. Remove inactive campaigns

Answer: A

NEW QUESTION # 93

A global organization wants to manage regional campaigns separately. What setup should be implemented?

- A. Use Smart Campaigns for segmentation
- B. Use one global partition
- C. Establish static lists for each region
- D. Create a separate workspace for each region

Answer: D

NEW QUESTION # 94

A global organization requires automated lead routing based on geography and industry. What configuration should be applied?

- A. Assign leads manually to regional teams
- B. Use Engagement Programs with static lists
- C. Create separate databases for each geography
- D. Use Smart Campaigns with geographic and industry-based filters

Answer: D

NEW QUESTION # 95

Which metric is most relevant for tracking lifecycle changes in Marketo?

- A. Email Open Rate
- B. Stage Velocity
- C. Program Success Rate
- D. Lead Conversion Rate

Answer: B

NEW QUESTION # 96

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