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Adobe Marketo Engage Architect Master

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## Adobe Marketo Engage Architect Master Sample Questions (Q79-Q84):

### NEW QUESTION # 79

What components are essential when designing a lead lifecycle model? (Choose two)

- A. Including static lists for audience segmentation
- **B. Integrating lead scoring for lifecycle progression**
- C. Setting up multiple engagement streams per stage
- **D. Defining lifecycle stages with clear entry/exit criteria**

**Answer: B,D**

### NEW QUESTION # 80

An Adobe Marketo Engage Architect needs to audit an existing Marketo Engage instance. Upon inspection, more than 1,000 fields that only live in Marketo Engage were created for a single use to collect information for a specific event, or ask a specific question during the registration of an event.

What should the architect recommend to their client regarding field creation best practices?

- **A. Create a set of temporary program member fields (PMCF String 1, PMCF String 2, PMCF Boolean 1, PMCF Boolean 2) and utilize those fields on a local form for every event that requires custom questions. No additional action is needed to retain the data.**
- B. Create a set of temporary person fields (temp\_string 1, temp\_string 2, temp\_date 1, temp\_date 2) and utilize those fields on a local form for every event that requires custom questions. Add them to a static list if data needs to be retained. Clear the data from the temporary fields at the end of the event for utilization by another program.
- C. Create a new unique field for every event or custom question to ensure data accuracy and retention.
- D. Create a set of temporary program member fields (PMCF String 1, PMCF String 2, PMCF Boolean 1, PMCF Boolean 2) and utilize those fields on a local form for every event that requires custom questions. Add them to a static list if data needs to be retained.

**Answer: A**

### NEW QUESTION # 81

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

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

**Answer: A,B**

### NEW QUESTION # 82

An Adobe Marketo Engage architect needs to build a subscription center that contains an option to "pause notifications for 30 days" to dissuade people from unsubscribing. If a person fills out the form and selects this feature, Marketing wants to Marketing Suspend them for 30 days and subtract five points from the lead. Existing records whose notifications are currently paused should be excluded from the flow to avoid double processing.

Which order of steps is required to build this program?

- A. Remove from Flow (Existing) > Change Score > Wait > Change data value > Change data value
- **B. Remove from Flow (Existing) > Change data value > Change Score > Wait > Change data value**
- C. Change Score > Change data value > Wait > Change data value > Remove from Flow (Existing)
- D. Change data value > Remove from Flow (Existing) > Change Score > Wait > Change data value

**Answer: B**

### NEW QUESTION # 83

Unicorn and their Adobe Marketo Engage Architect want to update their current scoring for web-based behaviors. One area that is highlighted for changes are the forms. The goal is to avoid using one form score, and instead use 3 score values, depending on whether the form is low (+3), medium (+7), or high value (+15).

What is the most scalable way to build these changes?

- A. Update the hidden Behavioral Score fields in each form to have the appropriate 'My Token' score for the value of the form. Make sure this triggers a Score field update as well
- **B. Build Smart Campaigns that trigger based on the appropriate form into the Scoring Program. Add the appropriate score value 'My Tokens' into the 'Change Score' flow step, then switch on**
- C. Build Smart Campaigns that trigger based on the appropriate form into the Scoring Program. Add the appropriate score values into the 'Change Data Value' flow step, then switch on
- D. Update the hidden Behavioral Score fields in each form to have the appropriate score values for the value of the form. Make sure this triggers a Score field update as well

**Answer: B**

### NEW QUESTION # 84

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