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Adobe Marketo Engage Architect Master Sample Questions (Q77-Q82):

NEW QUESTION # 77

Your client requests a global rollout for Marketo but has limited resources.
What is the best approach?

- A. Focus on regional implementation before global expansion
- B. Use a single instance with default configurations
- C. Allocate additional budget to expedite the rollout
- D. Increase team size to manage the workload

Answer: A

NEW QUESTION # 78

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, 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
- C. 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
- 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 # 79

A client wants to capture UTM parameters at a program level to measure and report on the effectiveness of each Marketo program. The client has a large marketing team, and the Marketo administrator wants to streamline how they build their programs to ensure that all the data values are captured to enable the reporting. The company currently uses program member custom fields and has created program templates that the marketing team clones to minimize the number of steps necessary when setting up their programs. They need advice on how they should modify their program templates and setup to capture their UTMs.

Which three actions should the administrator recommend to help the client meet their goals in the most efficient and scalable manner? (Choose three.)

- A. Create an executable smart campaign to set UTM parameters in the Program Member Custom Fields
- B. Configure local program tokens to set UTM parameters
- C. Configure program tokens for UTM parameters that have been inherited from a parent folder
- D. Change Data Value steps in the smart campaigns to capture the UTMs in Program Member Custom Fields
- E. Create a Request Campaign to set UTM parameters in the Program Member Custom Fields to avoid race conditions
- F. Configure Program Member Custom Fields to track the UTM parameters

Answer: A,C,F

NEW QUESTION # 80

A client complains about inaccuracies in lead lifecycle reports.
What steps should be taken?

- A. Review Smart List filters
- B. Rebuild all lifecycle workflows
- C. Adjust lead scores for impacted leads
- **D. Validate stage entry and exit criteria**

Answer: D

NEW QUESTION # 81

An enterprise marketing organization has set up an out-of-the-box Revenue Cycle Modeler.



However, after some time, the sales team has provided feedback that the following modifications need to be made:
SQL leads need to be reviewed with an SLA of 5 days by the Sales Support team
SQL leads that are disqualified should be removed from the SLA stage
SQL leads that are sales ready need to progress to the Sales Accepted Leads stage (SAL)
What are the three changes that needs to be implemented? (Choose three.)

- **A. Add an inventory stage, SAL, between "SQL" and "Opportunity"**
- B. Add a "Disqualified" transition from "SQL" to "MQL"
- **C. Add a detour stage, "Disqualified", from "SQL"**
- D. Add an SLA stage, SAL, between "SQL" and "Opportunity"
- **E. Check that the "SQL" stage from inventory type to SLA has a Max Age of 5 days**

Answer: A,C,E

NEW QUESTION # 82

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