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Adobe Marketo Engage Architect Master Sample Questions (Q45-Q50):

NEW QUESTION # 45
When should partitions be used in Marketo?

- A. When managing global leads across multiple regions

- B. When personalizing templates for small audiences
- C. When using static lists exclusively
- D. When organizing campaigns by engagement type

Answer: A

NEW QUESTION # 46

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 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
- 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 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

Answer: B

NEW QUESTION # 47

Unicorn reaches its Salesforce API limit daily, which causes a backlog of issues in each system. The workflow of the employees who have to use them is also heavily affected by this issue. It takes hours to days for the correct data to come into Adobe Marketo Engage and Salesforce, but it's important for new leads to be synced after creation as soon as possible. The IT team has reviewed which applications are using the API and suspect Marketo Engage is the culprit.

Before raising their API limit, which two tasks should an architect perform to resolve this issue? (Choose two.)

- A. Change any additional Smart Campaigns with the 'Sync to SFDC' workflow steps into batch campaigns that run daily to reduce load.
- B. Remove any additional 'Sync to SFDC' Workflow steps in Smart Campaigns other than the dedicated ones managing the sync.
- C. Change from using 'Add to Salesforce Campaign' smart campaign workflow step, and instead, use the native 'Marketo Program/Campaign' sync setup.
- D. Change any additional Smart Campaigns with the 'Sync to SFDC' workflow steps to Request Campaign that runs daily to reduce load.
- E. Change any third-party form integrations into Marketo Engage or Salesforce forms to cut down on additional API usage.

Answer: B,C

NEW QUESTION # 48

What are benefits of using multi-touch attribution? (Choose two)

- A. Provides comprehensive ROI insights
- B. Ignores initial touchpoints
- C. Limits tracking to first and last touches
- D. Tracks multiple points of interaction

Answer: A,D

NEW QUESTION # 49
What is the impact of negative scoring in lead scoring models?

- A. Improves lead qualification accuracy
- B. Speeds up sales follow-up processes
- C. Prioritizes leads with higher scores
- D. Automatically removes unqualified leads

Answer: A

NEW QUESTION # 50
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