

# AD0-E560 Mock Test - AD0-E560 Latest Dumps Book



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## Adobe AD0-E560 Latest Dumps Book - Original AD0-E560 Questions

Taking TrainingQuiz Adobe Marketo Engage Architect Master (AD0-E560) practice test questions are also important. These Adobe AD0-E560 practice exams include questions that are based on a similar pattern as the finals. This makes it easy for the candidates to understand the Adobe Marketo Engage Architect Master (AD0-E560) exam question paper and manage the time. It is indeed a booster for the people who work hard and do not want to leave any chance of clearing the AD0-E560 exam with brilliant scores.

## Adobe Marketo Engage Architect Master Sample Questions (Q41-Q46):

### NEW QUESTION # 41

Refer to the case study. Unicorn Fintech's Marketing team wants to revamp its email marketing strategy to increase email engagement rates. They want to prioritize increasing their click-through rates and optimizing their subscription center experience to reduce unsubscribe rates. The subscription center is currently built using scripts and is connected to a data warehouse where the data is transferred and stored for legal purposes.

Who should the Adobe Marketo Engage Architect consult with to discuss these priorities?

- A. CMO, CIO, CRM Administrator
- B. CIO, Web Developer, Corporate Attorney
- C. CMO, CRM Administrator, Corporate Attorney
- D. CMO, CIO, Corporate Attorney

**Answer: D**

#### NEW QUESTION # 42

A software company has an existing lifecycle modeler.

Refer to the diagram below.



There are two new requirements that the sales team has requested:

Separate leads who belong to the Targeted Account List (TAL).

Any newly-created list belonging to TAL will be accelerated to the sales team as an MQL using the email address domain as an identifier.

What are the two changes required to amend the above lifecycle modeler? (Choose two.)

- A. Create an inventory stage labelled as "TAL" between Known and Engaged stage to separate TAL leads from standard leads
- B. Update stage actions on MQL to include email domain address belonging to TAL
- C. Add an additional gate stage labelled as "TAL" between Known and Engaged stage to separate TAL leads from standard leads
- D. Update transition rules on MQL to include email domain address belonging to TAL
- E. Create an SLA stage labelled as "TAL" between Known and Engaged stage to separate TAL leads from standard leads

**Answer: C,D**

#### NEW QUESTION # 43

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. Add them to a static list if data needs to be retained.
- 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 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.
- D. Create a new unique field for every event or custom question to ensure data accuracy and retention.

**Answer: C**

#### NEW QUESTION # 44

When should you use multiple partitions in Marketo? (Choose two)

- A. When segmenting audiences by lifecycle stages
- B. For businesses with region-specific campaigns
- C. To track campaign performance
- D. To manage leads for different business units

**Answer: B,D**

## NEW QUESTION # 45

When reviewing completion of a REST API Webhook, you can use two URLs to perform an initial validation and make sure leads will pass correctly.

Which two combinations of URL and associated parameters should be used to validate the REST API? (Choose two.)

- A. Endpoint URL with Client ID, Your Email Address, and Client Secret
- B. Identity URL with Client Score and Client ID
- C. **Endpoint URL with Access Token and Your Email Address**
- D. Endpoint URL with Access Token and Client ID
- E. **Identity URL with Client ID and Client Secret**

**Answer: C,E**

## NEW QUESTION # 46

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