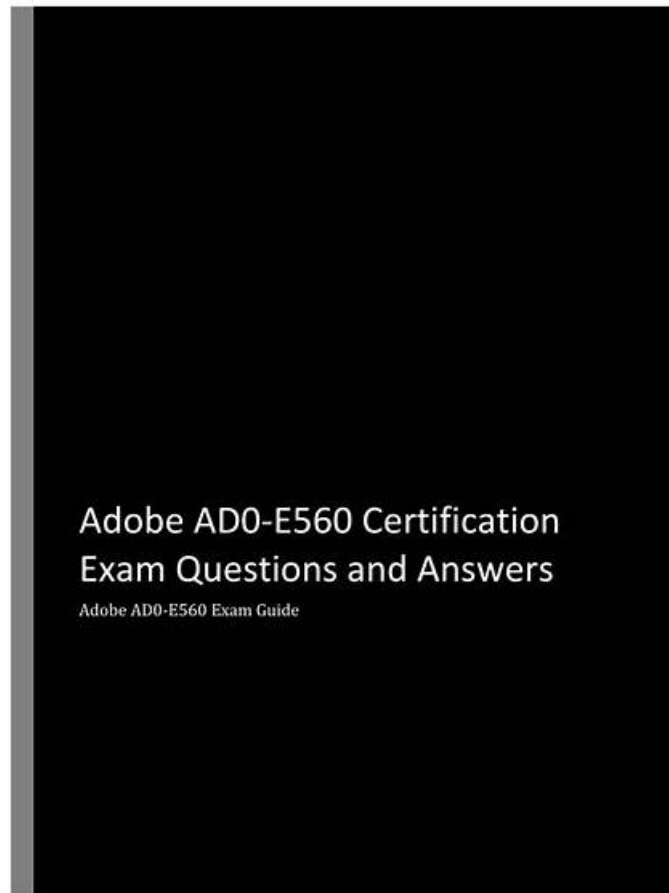


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Adobe Marketo Engage Architect Master Sample Questions (Q55-Q60):

NEW QUESTION # 55

A consultant conducts an audit on a company's Adobe Marketo Engage instance and discovers:

The instance hits its API limit twice a month, affecting leads from multiple third-party integrations from being consistently created or updated automatically.

The field "Country" is set as a text field, which results in inconsistent variations and mis-spellings of the country value, leading to the inability to route leads to the proper regional sales team.

There is a Segmentation called "Region", which is defined by the "Country" field values; due to the inconsistency of the field, a majority of the person records sit in the "Default" segment.

Lead routing is based on the "Region" segment, and there is no logic set in the routing to account for the "Default" leads.

After sharing these findings with a group of stakeholders, the stakeholders share:

The Data Science team uses the Marketo Engage API to pull data out of the instance twice a month for an executive dashboard that tracks quarterly goals.

The Sales team is extremely below target for qualified leads because the volume routed to them is so low.

The Web team has reported on below-average form conversions because too many fields are open text.

The Marketing team wants to send nurture emails that are localized based on the "Region" Segmentation.

A consultant conducts an audit on a company's Adobe Marketo Engage instance and discovers:

- A. Advise the Data Science team to minimize their API query to reduce the consumption of the API limit.
- **B. Create a daily re-occurring batch that standardizes "Country" into clean values.**
- C. Change the "Country" field from a text field to a string field to standardize the values.
- D. Advise the company to increase its API limits to solve the API issue.

Answer: B

NEW QUESTION # 56

A Marketing Operations team running Adobe Marketo Engage has a series of data processing actions that must occur on records when they enter certain Programs. The data processing must be completed before a series of flow actions can complete to achieve the desired objectives of each Program (e.g., when the customer is sent an email). Any new records must be synced to Salesforce as Leads. A number of separate Programs need these data processing events to occur before the campaign flow steps can happen (e.g., an email is sent).

From each of these Programs that runs the main flow of activities, what is the most efficient and scalable way to structure a smart campaign flow to make sure everything happens in the right order?

- **A. Execute Campaign > Send Email > Send Alert > Create Task**
- B. Sync Person to Salesforce > Wait (5 minutes) > Execute Campaign > Send Email > Create Task
- C. Sync Person to Salesforce > Execute Campaign > Send Email > Send Alert
- D. Execute Campaign > Sync Person to Salesforce > Send Alert > Create Task

Answer: A

NEW QUESTION # 57

A new sales team struggles with understanding lead scoring in Marketo.

What enablement approach should you recommend?

- A. Schedule a Q&A session about reporting features
- B. Assign mentors to guide them through email workflows
- **C. Conduct a focused workshop on lead scoring basics**
- D. Provide pre-recorded tutorials on campaign creation

Answer: C

NEW QUESTION # 58

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

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

Answer: B

NEW QUESTION # 59

An Adobe Marketo Engage Consultant is reviewing all programs in an instance.

Each campaign in each program contains at least three flow steps:

If Acquisition Program is Empty, change Acquisition Program to the current program's name Change the status in the program (based on the action) Write an Interesting Moment These flow steps happen in almost every campaign.

How can the Consultant edit the programs for scalability and efficiency?

- A. Use program-level templates to standardize campaign flows and tokens.
- **B. Create global Interesting Moments campaigns based on specific triggers and using tokens.**
- C. Create a global program and coordinating campaigns to update the acquisition program to the latest program touched.
- D. Remove the program status change because this will be handled by the Acquisition Program update.

Answer: B

NEW QUESTION # 60

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