

Quiz Adobe - AD0-E560 - Useful Official Adobe Marketo Engage Architect Master Practice Test



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Adobe Marketo Engage Architect Master Sample Questions (Q17-Q22):

NEW QUESTION # 17

Which report helps assess the success of an engagement program?

- A. Engagement Stream Performance Report
- B. People Performance Report
- C. Program Performance Report

- D. Email Performance Report

Answer: A

NEW QUESTION # 18

A company has a Revenue Cycle Model set up to measure progression from Anonymous > Known > MQL > SQL > Opportunity > Customer, with a detour for unqualified leads and another for recycled leads. They have run a reactivation campaign to encourage recycled leads to engage with the brand and have sales follow up. The campaign is successful with a high percentage of the target audience filling out a contact form; however, these leads do not appear in the MQL stage.

- A. When a lead has been recycled via the CRM integration, their stage cannot be changed in Marketo again.
- B. Leads that are recycled cannot re-enter the Revenue Cycle Model stages
- C. If a lead has reached the scoring threshold for MQL, new points from the contact form are not triggering the transition rule to MQL.
- D. Once a lead has left the success path on a Revenue Cycle Model, they cannot return to any stages on the success path.

Answer: C

NEW QUESTION # 19

Which stakeholders are essential for implementing a Marketo project? (Choose two)

- A. Campaign Specialist
- B. Business Strategist
- C. Marketing Operations Manager
- D. Customer Support Agent

Answer: B,C

NEW QUESTION # 20

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

Answer: C,D,F

NEW QUESTION # 21

A bank has a secure Marketo instance that can only be accessed via company VPN. All external user login is disallowed, preventing any unauthorized users from accessing information. The company is about to integrate a third-party database tool for data enhancement via API.

How would a Marketo administrator ensure that unauthorized access will not occur when adding the new integration?

- A. Enable IP Restrictions to allow only IP addresses from specified APIs to access the Marketo instance
- B. Restrict API access to a specific geographic region
- C. Create a Custom Service for use with the REST API, ensuring that data is protected when at rest
- D. Restrict user login to SSO only, preventing any non-API user from accessing the Marketo instance

Answer: A

NEW QUESTION # 22

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