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Adobe Marketo Engage

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Adobe Marketo Engage Architect Master Sample Questions (Q109-Q114):

NEW QUESTION # 109

A business needs to measure the performance of email campaigns across regions.
Which solution should be implemented?

- A. Focus only on open rates for emails
- B. Use Smart Campaign filters to analyze email performance
- C. Create region-specific Email Performance Reports
- D. Consolidate all email campaigns into a single report

Answer: C

NEW QUESTION # 110

A company has decided to implement Adobe Marketo Engage and plans on integrating both Microsoft Dynamics and an E-Commerce store with Marketo Engage. There is currently a lack of clarity regarding which data should be included from each system and the quality of that data. It has been confirmed that data gathered via the E-Commerce store will be used to enrich the data in the CRM.

What would the consultant validate before determining whether the project scope needs to include a custom integration for CRM?

- A. Will E-Commerce share order data with Marketo via a Custom Object?
- B. Will E-Commerce share different values than the CRM (e.g., US versus United States for country)?
- C. Will E-Commerce share billing data to the Company object in Marketo?
- D. Will E-Commerce use a default integration for order data and billing?

Answer: C

NEW QUESTION # 111

What are key aspects of efficient Marketo instance administration? (Choose two)

- A. Removing all inactive users
- B. Enforcing role-based access controls
- C. Consolidating all campaigns into one workspace
- D. Implementing naming conventions for all assets

Answer: B,D

NEW QUESTION # 112

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

Answer: B

NEW QUESTION # 113

After evaluating global operations, the Marketing Operations team for a mid-sized organization determines that changes must be made to how many operational processes are running in their Adobe Marketo Engage instance. Some processes that cleanse and enrich the data being synced to Marketo Engage from Salesforce must be retired. The team negotiates a new process with Sales Operations to make values in certain data fields compulsory before a salesperson can save a new Contact in the CRM.

Before pushing this change live, which stakeholders must be enabled in the new process?

- A. Sales Operations, Sales Representatives, Sales Managers, and Data Analysts
- B. The CMO, Data Analysts, the Head of Sales, and the Marketing team
- C. Marketing team, Sales Operations, and the Head of Sales
- D. CMO, CFO, Sales Operations, Head of Sales, and the Marketing team

Answer: A

NEW QUESTION # 114

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