

Quiz 2025 Reliable Adobe AD0-E560: Latest Adobe Marketo Engage Architect Master Exam Tips



Adobe Marketo Engage

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Adobe Marketo Engage Architect Master Sample Questions (Q40-Q45):

NEW QUESTION # 40

The team that handles the CRM pipeline of MQLs from Demo Requests reports a sudden drop in new leads in their queue. The issue is found to be caused by many new Person records in Marketo Engage that are not being tagged with Source. However, no other information has been found. These records might have a different Source. Which steps should an Adobe Marketo Architect take to find the core issues?

- A. Create a Performance report to capture all numbers over time
Cross reference with Program Analyzer using the Program view
Channel Filter to see which programs are likely causing issues
- B. Check Activity Logs of affected records
Ask/find a small sample of affected records for reference

Build Smart Lists based off findings to see if findings cover all affected Person records

- C. Test all individual ways Person records can be created through social Test CRM and web to see if there are issues Check Admin trail for poor list imports to see who could be importing poor data
- D. Audit CRM integration settings to ensure accurate person source tagging

Answer: B

NEW QUESTION # 41

A company is re-evaluating their lead management process after realizing their current reporting is insufficient. While reviewing the current setup, a Marketo Engage consultant has discovered two things:

Everyone in the database is included in the Revenue Cycle Model (RCM), including employees and partners, which is skewing the data.

Leads can be recycled for more than a dozen reasons, but these are not currently captured in Marketo. This makes it difficult for the marketing team to decide how to further nurture the lead.

Based on this input, what should the consultant recommend first regarding the RCM?

- A. Multiple detour stages should be created for each Recycle reason, to better track these reasons in Marketo
- **B. People in the database who will never be sold to should move to a Disqualified stage, to avoid including them in the Success Path**
- C. Exclude recycled leads from the RCM entirely to avoid skewing data
- D. Unengaged leads should be moved into a Disqualified stage, because they are no longer in profile

Answer: B

NEW QUESTION # 42

A company providing security software subscription services has recently set up their lead lifecycle stages. The marketing operations team would like to refine the lifecycle stages based on the following feedback from the sales team:

Some of the sales leads are in the early stages of research and not ready for sales Leads downloading a white paper does not indicate their interest to speak to sales Leads participating in an event are more ready to speak to sales What would the Marketo Engage consultant recommend based upon the above requirements?

- **A. Evaluate the scoring criteria for MQL and that the level of detail captured in the form submission is relevant to sales Add additional criteria for SQL to include an event attendance**
- B. Evaluate the scoring criteria for SQL and that the level of detail captured in the form submission is relevant to sales Add additional criteria for MQL to exclude an event registration
- C. Review the scoring criteria SAL, as downloading a white paper does not necessarily indicate their interest Add additional criteria for SQL to include an event registration
- D. Add a lead stage for every action, such as white paper download or event registration.

Answer: A

NEW QUESTION # 43

A business unit wants to measure and report on how various marketing sources contribute to the ROI of marketing campaigns. The business unit is using Adobe Marketo Engage and currently has a comprehensive set of program channels with high adoption of channel usage and status tracking within programs; their instance is synchronized with CRM via native connector. They have requested assistance with setting up reports and using Adobe Marketo Engage to track and measure various marketing sources in comparison to the success within their programs.

Given the consultant has not worked with this business before, what would be the optimal approach for achieving this goal?

- A. Check that the Adobe Marketo Engage instance has Marketo Performance Insights (MPI) enabled; if not, request this from the CSM Once enabled, check that opportunity data is flowing as expected from CRM Check that all of the important tracking programs have period costs assigned Utilize MPI to visualize the percentage of success and compare these against investment windows Set up the appropriate reports and subscribe the stakeholders to these reports
- B. Check that Adobe Marketo Measure (Bizible) has been enabled; if not, request this from the CSM Once enabled, audit the platform to ensure all of the program channels and statuses are being used correctly and determine if using program member custom fields would enrich the data being tracked at the individual program level Check that all of the important tracking programs have period costs assigned Work with CRM administrators and stakeholders on any gaps arising from

their goals and the data sources that are required to achieve these goals Consult with the local marketing team/marketing operations team on their current program templates and suggest changes that would improve tracking multiple marketing sources through in-built functions and/or external data platforms Make adjustments to a set of new program templates that align with the business channels in light of stamping multiple marketing sources and test accordingly

- C. Identify and document the intended report goals this business unit wishes to achieve Discuss and document the various channel attribution groups and confirm if these are relevant to business goals Confirm if there are data visualization tools already in use and research their practicality in aiding the business goals Work with CRM administrators and stakeholders on any gaps arising from their goals and the data sources that are required to achieve these goals Consult with the local marketing team/marketing operations team on their current program templates and suggest changes that would improve tracking multiple marketing sources through in-built functions and/or external data platforms Make adjustments to a set of new program templates that align with the business channels in light of stamping multiple marketing sources and test accordingly
- D. Consult with the local marketing team/marketing operations team on their current program templates and suggest changes that would improve tracking multiple marketing sources through in-built functions and/or external data platforms Make adjustments to a set of new program templates that align with the business channels in light of stamping multiple marketing sources and test accordingly Confirm that the Adobe Marketo Engage instance has Marketo Performance Insights (MPI) enabled Once enabled, check that opportunity data is flowing as expected from CRM Check that all of the important tracking programs have period costs assigned Utilize MPI to visualize the percentage of success and compare these against investment windows

Answer: C

NEW QUESTION # 44

A marketing stakeholder has worked with the web development team to create a unique multi-step form experience on the business website to request a product trial. The marketing stakeholder wants to take advantage of Marketo Engage's form fill trigger filter to kick off conversion processing for program membership and to nurture emails but is unable to because the product trial conversions are only creating new records via Web Service API, and, in some cases, are creating duplicates.

The web development team seeks out a recommendation from the Marketo Engage consultant in order to enable this unique trial form experience, but the team would also like to provide the marketing stakeholder with the system abilities to trigger from form conversions.

Which two options can the Marketo Engage consultant present to the marketing and web development stakeholders to support this unique form experience? (Choose two.)

- A. Marketo REST API Create Lead Endpoint
- B. Marketo Forms 2.0 JavaScript API
- C. Marketo REST API Submit Form Endpoint
- D. Marketo REST API Push Lead to Marketo Endpoint

Answer: B,C

NEW QUESTION # 45

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