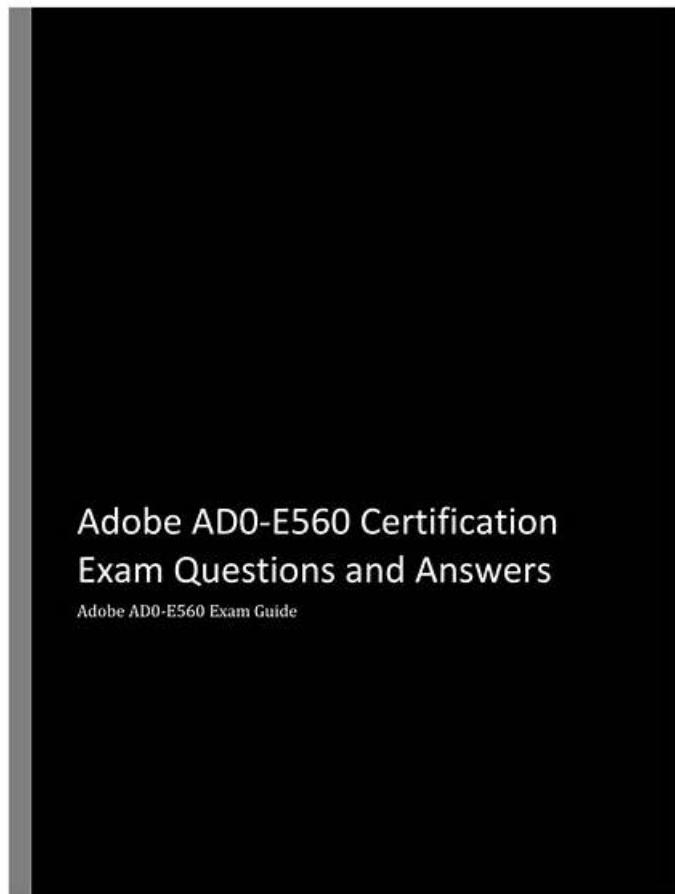


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Adobe Marketo Engage Architect Master Sample Questions (Q104-Q109):

NEW QUESTION # 104

Which elements are crucial when designing campaign logic? (Choose two)

- A. Campaign reporting features
- B. Lead database size
- C. Trigger-based workflows
- D. Dynamic content options

Answer: C,D

NEW QUESTION # 105

An E-Commerce retail company would like to send abandon cart campaigns to customers who have logged in to their account, placed at least an item in their shopping cart, and did not check out in the next 8 hours. The transactional data has been integrated with Marketo via custom objects.

How would a Marketo Engage consultant recommend the campaign setup and personalization?

- A. Smart List: Trigger Added to custom object and payment is "hot" paid Flow: Wait for 8 hours > Send Email Person Tokens for personalization
- B. Smart List: Trigger Added to custom object and payment is "hot" paid Flow: Wait for 8 hours > Send Email Tokens using velocity scripting for personalization
- C. Smart List: Trigger Added to custom object Flow: Wait for 8 hours > Execute Campaign Execute Campaign Smart List: Payment is "not paid" Execute Flow: Send Email Person tokens for personalization
- D. Smart List: Trigger Added to custom object Flow: Wait for 8 hours > Execute Campaign Execute Campaign Smart List: Payment is "not paid" Execute Flow: Send Email Tokens using velocity scripting for personalization

Answer: D

NEW QUESTION # 106

Marketers in charge of managing events ask the Marketing Ops team to set up an Events program for their upcoming Live Events. Each event has a max capacity of 50 per session. After a person signs up to 'request a seat' on the Marketo Engage Landing page, they must be able to check whether there is enough capacity.

The Marketo Ops team implements this by using a specialized 'Event Score' field as a Webhook to calculate and provide a number to each Person record based on where they sit in 'the queue'. Once they receive this number, their Program Status is updated to 'Registered' if they are under the capacity threshold, and they are emailed follow-up details. If they do not reach this capacity, they are added to a static list. The events team can follow up with them individually. This occurs in one Smart Campaign.

Which Smart Campaign flowsteps should be used?

- A. Call Webhook > Wait 5 minutes > If 'Event Score' = is Less than 51, then Program Status = Registered > If 'Program Status' = Registered, Send 02. Follow Up Email > If Event Score is greater than 50, then Add to List > End
- B. Call Webhook > Wait 5 minutes > If 'Event Score' = is Less than 51, then Program Status = Registered > Wait 5 minutes > Send 02. Follow Up Email > If Event Score is greater than 50, then Add to List > Send Alert > End
- C. Call Webhook > Wait 5 minutes > If 'Event Score' = is Less than 50, then Program Status = Registered > Wait 5 minutes > Send 02. Follow Up Email > If Event Score is greater than 50, then Add to List > Send Alert > End
- D. Call Webhook > Wait 5 minutes > If 'Event Score' = is Less than 50, then Program Status = Registered > If 'Program Status' = Registered, Send 02. Follow Up Email > If Event Score is greater than 50, then Add to List > End

Answer: A

NEW QUESTION # 107

What type of data is most critical for lifecycle stage analysis?

- A. Stage Entry and Exit Dates
- B. Lead Nurture Content
- C. Email Click-Through Rates
- D. Audience Segmentation

Answer: A

NEW QUESTION # 108

A company has invested a significant amount of money on a new marketing initiative to incentivize B2B buyers. The CMO wants to measure if the new initiative is effectively motivating people stuck in mid-funnel. The Marketo instance was built with a Center of Excellence, a Revenue Cycle Model, and has a Workspace containing Operational Campaigns.

How would a Marketo practitioner compare the volume and velocity of people moving in the funnel to last year's volume and velocity?

- A. Create an operational Smart List for each stage of the funnel and export to a dashboard
- B. Create a Program Performance Report to calculate success and new people acquired by the program
- C. Create a People Performance Report and add Opportunity Metrics to measure success
- D. Create a Success Path Analyzer report and compare data from different timeframes

Answer: D

NEW QUESTION # 109

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