



Free Questions for AD0-E556

Shared by Arnold on 12-05-2023

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Question 1

Question Type: MultipleChoice

Refer to the lifecycle model above.

A company wants improve the efficiency of its sales follow-up and enhance its velocity reporting across the funnel. The company currently uses the out-of-box Adobe Marketo Engage success with detours modeler. The stages are defined as:

1. Anonymous: Leads whose web activity is tracked, but whose identity is not known yet
2. Known: Leads for whom we have an email address or other information that allows us to market to them
3. Engaged: Leads that have engaged us by filling out a form, clicking a link in an email, or visiting our website at least 10 times within a week
4. Lead: Leads with scores greater than 25
5. Sales Person: Leads with scores greater than 30
6. Opportunity: Leads who also have an opportunity attached to them. The Max Age is set to 7 days before it moves to "Lost".
7. Won: Leads who are attached to opportunities that we have closed and Won
8. Recycling: People with scores below 25 that need to be nurtured
9. Disqualified: People who are not a fit for our products and services and we no longer want to market to them
0. Lost: People who are attached to opportunities that we have lost

Once leads reach the "Sales Person" stage, 50% of them do not get followed up by Sales until 7 days later. The Sales leader wants a salesperson to follow up with leads within 4 days.

Which two modifications should the Adobe Marketo Engage Consultant make to the lifecycle model to achieve these goals? (Choose two.)

Options:

- A- Modify the 'Opportunity' stage and update the Max Age from 7 days to 4 days
- B- Add an additional stage between 'Opportunity' and 'Won'. Set type to SLA and set Max Age to 3 '-' days
- C- Add an additional stage between 'Sales Person' and 'Opportunity'. Set type to SLA and set Max 1 ' Age to 3 days
- D- Modify the Sales Person' stage from Type: Gate to Type: SLA and set Max Age to 4 days

E- Modify the 'Sales Person' stage from Type: Inventory to Type: SLA and set Max Age to 4 days

Answer:

C, D

Explanation:

The two modifications that the Adobe Marketo Engage Consultant should make to the lifecycle model to achieve these goals are to add an additional stage between "Sales Person" and "Opportunity" and to modify the Sales Person stage from Type: Gate to Type: SLA. These modifications will help the company to improve the efficiency of its sales follow-up and enhance its velocity reporting across the funnel, as well as to ensure that a salesperson follows up with leads within 4 days. Adding an additional stage between "Sales Person" and "Opportunity" will enable the Consultant to create a separate stage for leads that are being worked by Sales but have not yet become opportunities, as well as to measure the conversion rate and velocity of this stage. Setting type to SLA and setting Max Age to 3 days for this stage will enable the Consultant to define a service level agreement (SLA) between Marketing and Sales, as well as to monitor and measure the compliance and performance of Sales. Modifying the Sales Person stage from Type: Gate to Type: SLA will enable the Consultant to specify the maximum time that a lead can stay in the Sales Person stage before it is moved to another stage or marked as non-compliant. Setting Max Age to 4 days for this stage will enable the Consultant to align with the Sales leader's goal of following up with leads within 4 days.

Question 2

Question Type: MultipleChoice

An Adobe Marketo Engage Architect joins a company and needs to audit a prospect engagement scoring model. The previous administrator did not properly set up or maintain the model. The Marketing and Sales teams identify all engagement elements they want the new revamped model to score on. The administrator needs to make improvements.

According to best practices, what are the three important elements for the Architect to consider when updating the scoring model? (Choose three.)

Options:

- A- Scoring tokens are in use for all scoring values in the model.
- B- The scoring for all form activities happens within the individual form Programs.
- C- The frequency of scoring is considered in the implementation of the model.

- D- All scoring triggers are held in an operational Program in Marketing Activities.
- E- Make sure only Leads are scored on this model, not the entire database.
- F- A new Channel is set up for 'Scoring' and all Programs related to scoring use this Channel.

Answer:

A, C, D

Explanation:

The three important elements for the Architect to consider when updating the scoring model are to use scoring tokens for all scoring values in the model, to consider the frequency of scoring in the implementation of the model, and to hold all scoring triggers in an operational program in Marketing Activities. These elements will help the Architect to audit and improve the existing prospect engagement scoring model according to best practices. Using scoring tokens for all scoring values in the model will enable the Architect to easily adjust and maintain the scoring values across different campaigns and programs, instead of hard-coding them. Considering the frequency of scoring in the implementation of the model will enable the Architect to avoid over-scoring or under-scoring leads based on their actions and behaviors, and to set appropriate time frames and limits for scoring triggers. Holding all scoring triggers in an operational program in Marketing Activities will enable the Architect to centralize and organize all the scoring campaigns and assets in one place, instead of scattering them across different folders or workspaces.

Question 3

Question Type: MultipleChoice

Refer to the case study.

UNICORN FINTECH COMPANY PROFILE

Unicorn Fintech is a mobile-only financial-services startup created by a consortium of consumer banks to resell savings, checking, loan, transfer/remittance, and other services from a secure smartphone app. The company is venture-funded, and plans to reach profitability before a planned IPO in two years.

Business issues and requirements

Marketing is responsible for acquiring new customers through online, television advertising, and email campaigns, and for cross-selling new services to customers through IM, email, and in-app campaigns. Evaluating the success of these campaigns has been a persistent problem: although the company can track revenue by product line, it can't attribute those revenues to campaigns: for example, did a new loan come from onboarding a new customer, or by cross-

selling a savings-account customer? Marketing currently uses

crude, manual tools and guesswork to evaluate the quality and lifespan of new leads, and even the deliverability of emails in its external campaigns. As a result, the department can't allocate spending to the most productive campaigns, or decide how much different touchpoints in multi-stage campaigns contribute to revenue. Operational processes to connect lead data to CRM and other databases are entirely manual.

Staffing and leadership

Unicorn has fewer than 200 employees, and roles aren't always defined in traditional ways. Since customer acquisition and cross-selling are primarily through electronic channels, Marketing and IT roles especially often overlap. The traditional Sales role falls entirely to Marketing, and IT is responsible for the Salesforce CRM system, Google Analytics, and a handful of third-party integrations. The CMO and CIO work closely together on most initiatives, and budgets are typically project-driven rather than fixed annually. Individual contributors to Marketing campaigns include the Marketing Operations Manager, responsible for lead scoring and analytics. Key IT contacts include the CRM Administrator and Web Developer. Incidental contributors are the Corporate Attorney, who signs off on opt-in/out and DMARC policies.

Revenue sources

Unicorn earns commissions on financial services delivered by the banking consortium through its apps, including fixed finders' fees for what the company calls "skips"-customers who initially engage with Unicorn, but then "skip" to receive services directly from a consortium bank. Unicorn needs to attribute revenue from these customers to its own campaigns; currently, it's impossible to attribute ROI to individual campaigns, or provide documentation to claim commissions on "skips."

Current and aspirational marketing technology

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Current campaign management processes

A typical email campaign:

- * Addresses a purchased (for customer acquisition) or in-house (for cross-sell) list. Purchased lists range from 300,000 to 1.5 million addresses
- * Is sent from multiple data centers in the US and Canada
- * Includes an "unsubscribe" opt-out below the message

- * Is static; there are no formula fields

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All campaigns to date direct respondents to a single landing page with the company's "all markets" message. More sophisticated targeting is a high priority.

Current lead management and attribution

Unicorn's lead-management process follows

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Attribution processes are binary: response to a campaign email or web visit is rated a success if it results in a sale: there is no success rating assigned to TV ads that result in web visits, for example. Cost are not allocated to individual campaigns.

The Marketing department plans to expand outreach to social media (Facebook, Twitter, Instagram, in-house and third-party financial blogs), and wants to make sure it can assess the ROI of these channels, and the overall social media program.

Current governance processes

Currently, the Marketing department assigns content development and campaign management duties to team members on a campaign-by-campaign basis. All team members (and IT) have access to all assets and tools, which sometimes leads to duplication and conflicts. The CMO realizes that a more specialization will be necessary to support the social media campaigns, but hasn't decided on the optimal organizational model.

Input of qualified leads from Marketable into

Salesforce is by manual cut-and-paste, assisted by scripts; inconsistency of input practices across Marketing team members is a known problem; individual members have their own "go-to" fields: where one member might check "TV ad" as Lead Source, another would put that in the comments field.

CMO

The CMO's most important concerns are:

- * The current solution has too many manual steps to scale with anticipated growth

- * Without more sophisticated attribution, the company will overinvest in less productive campaigns, and underinvest in better ones

- * In general, analytics integrations are manual, slow, and unreliable
- * The current system completely misses "skips"-customers switching from the Unicorn app to consortium banks-an important source of revenue
- * Documenting the value of Unicorn's Marketing processes is essential to the success of the planned IPO, and millions of dollars in stock valuation hangs in the balance.

CIO

The CIO is concerned primarily with:

- * The amount of time his team spends patching up Marketing campaigns and CRM data transfers, at the expense of other, critical initiatives
- * Quality and reliability of the Analytics information his team provides to Marketing

MARKETING STAFF

Marketing Operations staff concerns:

- * Campaigns require so much work that they can't run as many of them as they need to
- * Multi-touch cross-selling campaigns (for example, savings accounts to loans) with excellent margins, but no way to know which campaign touches perform best
- * Getting swamped with manual record-keeping; for example, spreadsheet mistakes take hours to find and

fix

- * Poor integration with third-party tools for preparing, sending, and evaluating campaign materials, for

Example.

- o Webhook not firing,
 - o Reaching API limit
 - o Synchronization errors with third-party tools and Salesforce
- * Inadequate number of lead stages and qualification levels, making it difficult to evaluate lead value, especially in multi-touch campaigns

Despite the absence of an external Sales team,

Marketing Operations would like to improve the granularity of their lead tracking, including both lifecycle stages and quality levels, with "no score" and negative levels.

Multiple Unicorn teams are manually placing Sources in multiple areas. A small set of IT members decides to use an API that triggers when the Source field is not one of a list of 9 values, or is

empty. When this is the case, the API is called via webhook to confirm if there is information in the Comments, Status, or custom field 'Sales update1 and then replaces the Source with what is found in those fields, in the above order of importance.

These IT team members are ready to switch on the solution after testing successfully in a staging area, but request feedback from the Marketing team and the Adobe Marketo Engage solution architect.

The larger IT team and Marketing stakeholders are alerted to a wider review to determine if it matches the current needs across each team.

Which steps should be taken first?

Options:

- A- Make sure the larger IT team switches on the solution in a low-activity timeframe, where as little automated and marketing work is happening. Once the updates are complete, monitor the change of data as it is switched on, to check for any unexpected effects in the Marketo Engage instance.
- B- Perform an audit of Marketo engage automation and analyze the impact, outline any issues with the proposed changes, and make recommendations and next steps. Send this report to the rest of the stakeholders and IT team to make sure it aligns with their needs before agreeing to anything.
- C- Recommend they build a new field to update this data into the CRM that can not be seen by Marketo Engage. This way, Marketing and IT can see the data in CRM without affecting any operations outside CRM.

Answer:

B

Explanation:

Performing an audit of Marketo Engage automation and analyzing the impact, outlining any issues with the proposed changes, and making recommendations and next steps is the best step to take first. This way, the solution architect can ensure that the solution is aligned with the business requirements and best practices, and that it does not cause any negative consequences for the data quality, campaign performance, or reporting accuracy. Sending this report to the rest of the stakeholders and IT team would also allow for feedback and collaboration before implementing any changes. Making sure the larger IT team switches on the solution in a low-activity timeframe, where as little automated and marketing work is happening would not be a good step to take first, as it would risk disrupting the existing workflows and data integrity without proper testing and validation. Recommending they build a new field to update this data into the CRM that can not be seen by Marketo Engage would not be a good step to take first, as it

would create data silos and prevent Marketo Engage from using the source information for segmentation, personalization, or attribution.

Question 4

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Refer to the case study.

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crude, manual tools and guesswork to evaluate the quality and lifespan of new leads, and even the deliverability of emails in its external campaigns. As a result, the department can't allocate spending to the most productive campaigns, or decide how much different touchpoints in multi-stage campaigns contribute to revenue. Operational processes to connect lead data to CRM and other databases are entirely manual.

Staffing and leadership

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Revenue sources

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apps, including fixed finders' fees for what the company calls "skips"-customers who initially engage with Unicorn, but then "skip" to receive services directly from a consortium bank. Unicorn needs to attribute revenue from these customers to its own campaigns; currently, it's impossible to attribute ROI to individual campaigns, or provide documentation to claim commissions on "skips."

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- * In general, analytics integrations are manual, slow, and unreliable
- * The current system completely misses "skips"-customers switching from the Unicorn app to consortium banks-an important source of revenue
- * Documenting the value of Unicorn's Marketing processes is essential to the success of the planned IPO, and millions of dollars in stock valuation hangs in the balance.

CIO

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* Poor integration with third-party tools for preparing, sending, and evaluating campaign materials, for

Example.

o Webhook not firing,

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Despite the absence of an external Sales team,

Marketing Operations would like to improve the granularity of their lead tracking, including both lifecycle stages and quality levels, with "no score" and negative levels.

Unicorn currently uses a manual and subjective process of moving Leads through the pipeline. Unicorn wants to utilize Adobe Marketo Engage for a more autonomous and effective process. The Marketing Operations team plans to set up a Revenue Cycle Model powered by key behavior such as form fills. Scoring also needs to be set up, and Marketing and 'Sales' nurture campaigns that reference the Model stages will be built afterward.

Unicorn needs to obtain the resources and budget to implement these projects.

Who should be involved in initial discussions before implementation begins?

Options:

A- CMO, CIO, and the CRM administrator

B- CMO and the Marketing department

C- Marketing Ops team leader, CRM administrator, and the Web Developer

D- Marketing team leaders, the CRM administrator, and the IT team

Answer:

A

Explanation:

The CMO, CIO, and the CRM administrator should be involved in initial discussions before implementation begins. The CMO and CIO are the key decision-makers who can approve the resources and budget for the projects, as well as align the business goals and strategy. The CRM administrator is the key contact for the Salesforce CRM system, which needs to be integrated with Marketo Engage for the Revenue Cycle Model and the scoring. The Marketing department and the Marketing Ops team leader are not directly involved in the initial discussions, as they are more focused on the execution and optimization of the campaigns. The Web Developer is not directly involved in the initial discussions, as they are more focused on the technical aspects of the web integrations.



Question 5

Question Type: MultipleChoice

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Unicorn Fintech plays a key role in a subset of applications for loans that happen at Consortium Banks. The Unicorn Marketing Operations team has the ability to integrate with these banks to pull this application data into Adobe Marketo Engage so they can automate their involvement in this process. They have discussed this data integration with their legal team, and it has been approved. Based on this, Unicorn decides to proceed with this integration and wants to pull all available data in because other Marketo Engage campaigns can be run in the future to this audience. Part of the initial requirements of this process include Unicorn emailing the customer if they reach a certain stage in the application process. Only certain customers will be added to this stage, so only those customers can be contacted by Unicorn as part of this initial process.

How should this information be stored in Marketo Engage?

Options:

- A- Push each record to a Program if they meet the right loan stage criteria
- B- Store the data in custom fields on the person record
- C- Create a Custom Object linked to the person record
- D- Create a Custom Activity linked to the person record

Answer:

C

Explanation:

Creating a Custom Object linked to the person record is the best way to store the information in Marketo Engage. This way, the data can be stored in a structured and scalable way, without cluttering the person record with too many custom fields. The Custom Object can also be used to trigger smart campaigns based on the loan stage criteria. Pushing each record to a Program if they meet the right loan stage criteria would not store the data in Marketo Engage, but only associate the record with a Program. Storing the data in custom fields on the person record would not be efficient or scalable, as there might be many fields and values to store for each loan application. Creating a Custom Activity linked to the person record would not allow for triggering smart campaigns based on the loan stage criteria, as Custom Activities are only available for segmentation and reporting.

Question 6

Question Type: MultipleChoice

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Current Marketing technology consists of Marketable, an open-source lead management solution supported by a set of spreadsheets and scripts developed in-house. Marketable offers lead tracking and source attribution, but not multi-touch source attribution. Unicorn Fintech Marketing has difficulty linking the different stages of customer campaign journeys, and relies on scripts to translate Marketable's "sales alerts" into next steps it could use in multi-touch campaigns. IT has worked out scripts to input Marketable qualified leads into Salesforce, but the system is brittle and often requires manual intervention.

Current campaign management processes

A typical email campaign:

- * Addresses a purchased (for customer acquisition) or in-house (for cross-sell) list. Purchased lists range from 300,000 to 1.5 million addresses

- * Is sent from multiple data centers in the US and Canada

- * Includes an "unsubscribe" opt-out below the message
- * Is static; there are no formula fields
- * Uses no deliverability authentication, nor integration with any email management platform.

All campaigns to date direct respondents to a single landing page with the company's "all markets" message. More sophisticated targeting is a high priority.

Current lead management and attribution

Unicorn's lead-management process follows

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Attribution processes are binary: response to a campaign email or web visit is rated a success if it results in a sale: there is no success rating assigned to TV ads that result in web visits, for example. Cost are not allocated to individual campaigns.

The Marketing department plans to expand outreach to social media (Facebook, Twitter, Instagram, in-house and third-party financial blogs), and wants to make sure it can assess the ROI of these channels, and the overall social media program.

Current governance processes

Currently, the Marketing department assigns content development and campaign management duties to team members on a campaign-by-campaign basis. All team members (and IT) have access to all assets and tools, which sometimes leads to duplication and conflicts. The CMO realizes that a more specialization will be necessary to support the social media campaigns, but hasn't decided on the optimal organizational model.

Input of qualified leads from Marketable into

Salesforce is by manual cut-and-paste, assisted by scripts; inconsistency of input practices across Marketing team members is a known problem; individual members have their own "go-to" fields: where one member might check "TV ad" as Lead Source, another would put that in the comments field.

CMO

The CMO's most important concerns are:

- * The current solution has too many manual steps to scale with anticipated growth
- * Without more sophisticated attribution, the company will overinvest in less productive

campaigns, and underinvest in better ones

- * In general, analytics integrations are manual, slow, and unreliable
- * The current system completely misses "skips"-customers switching from the Unicorn app to consortium banks-an important source of revenue
- * Documenting the value of Unicorn's Marketing processes is essential to the success of the planned IPO, and millions of dollars in stock valuation hangs in the balance.

CIO

The CIO is concerned primarily with:

- * The amount of time his team spends patching up Marketing campaigns and CRM data transfers, at the expense of other, critical initiatives
- * Quality and reliability of the Analytics information his team provides to Marketing

MARKETING STAFF

Marketing Operations staff concerns:

- * Campaigns require so much work that they can't run as many of them as they need to
- * Multi-touch cross-selling campaigns (for example, savings accounts to loans) with excellent margins, but no way to know which campaign touches perform best
- * Getting swamped with manual record-keeping; for example, spreadsheet mistakes take hours to find and

fix

- * Poor integration with third-party tools for preparing, sending, and evaluating campaign materials, for

Example.

- o Webhook not firing,
- o Reaching API limit
- o Synchronization errors with third-party tools and Salesforce
- * Inadequate number of lead stages and qualification levels, making it difficult to evaluate lead value, especially in multi-touch campaigns

Despite the absence of an external Sales team,

Marketing Operations would like to improve the granularity of their lead tracking, including both lifecycle stages and quality levels, with "no score" and negative levels.

Unicorn reaches its Salesforce API limit daily, which causes a backlog of issues in each system. The workflow of the employees who have to use them is also heavily affected by this issue. It takes hours to days for the correct data to come into Adobe Marketo Engage and Salesforce but it's important for new leads to be synced after creation as soon as possible. The IT team has reviewed which applications are using the API and suspect Marketo Engage is the culprit.

Before raising their API limit, which two tasks should an Architect perform to resolve

Options:

- A- Change any third-party form integrations into Marketo Engage or Salesforce forms to cut down on additional API usage
- B- Change any additional Smart Campaigns with the 'Sync to SFDC workflow steps to Request Campaign that runs daily to reduce load
- C- Change from using 'Add to Salesforce Campaign' smart campaign workflow step, and instead use the native 'Marketo Program/Campaign' sync setup
- D- Change any additional Smart Campaigns with the 'Sync to SFDC workflow steps into batch campaigns that run daily to reduce load
- E- Remove any additional 'Sync to SFDC Workflow steps in Smart Campaigns other than the dedicated ones managing the sync

Answer:

B, D

Explanation:

Changing any additional Smart Campaigns with the 'Sync to SFDC workflow steps to Request Campaign that runs daily to reduce load and changing any additional Smart Campaigns with the 'Sync to SFDC workflow steps into batch campaigns that run daily to reduce load are two tasks that an Architect should perform to resolve the issue of reaching the Salesforce API limit daily. These tasks would help reduce the number of API calls made by Marketo Engage to Salesforce and avoid exceeding the rate limit or concurrency limit. Changing any third-party form integrations into Marketo Engage or Salesforce forms to cut down on additional API usage would not help with the issue of syncing new leads as soon as possible. Changing from using 'Add to Salesforce Campaign' smart campaign workflow step, and instead use the native 'Marketo Program/Campaign' sync setup would not reduce the number of API calls made by Marketo Engage to Salesforce. Removing any additional 'Sync to SFDC Workflow steps in Smart Campaigns other than the dedicated ones managing the sync would not ensure that new leads are synced after creation as soon as possible.

<https://developers.marketo.com/rest-api/>

<https://developers.marketo.com/rest-api/marketo-integration-best-practices/>

Question 7

Question Type: MultipleChoice

Refer to the case study.

UNICORN FINTECH COMPANY PROFILE

Unicorn Fintech is a mobile-only financial-services startup created by a consortium of consumer banks to resell savings, checking, loan, transfer/remittance, and other services from a secure smartphone app. The company is venture-funded, and plans to reach profitability before a planned IPO in two years.

Business issues and requirements

Marketing is responsible for acquiring new customers through online, television advertising, and email campaigns, and for cross-selling new services to customers through IM, email, and in-app campaigns. Evaluating the success of these campaigns has been a persistent problem: although the company can track revenue by product line, it can't attribute those revenues to campaigns: for example, did a new loan come from onboarding a new customer, or by cross-selling a savings-account customer? Marketing currently uses

crude, manual tools and guesswork to evaluate the quality and lifespan of new leads, and even the deliverability of emails in its external campaigns. As a result, the department can't allocate spending to the most productive campaigns, or decide how much different touchpoints in multi-stage campaigns contribute to revenue. Operational processes to connect lead data to CRM and other databases are entirely manual.

Staffing and leadership

Unicorn has fewer than 200 employees, and roles aren't always defined in traditional ways. Since customer acquisition and cross-selling are primarily through electronic channels, Marketing and IT roles especially often overlap. The traditional Sales role falls entirely to Marketing, and IT is responsible for the Salesforce CRM system, Google Analytics, and a handful of third-party integrations. The CMO and CIO work closely together on most initiatives, and budgets are typically project-driven rather than fixed annually. Individual contributors to Marketing campaigns include the Marketing Operations Manager, responsible for lead scoring and analytics. Key IT contacts include the CRM Administrator and Web Developer. Incidental contributors are the Corporate Attorney, who signs off on opt-in/out and DMARC policies.

Revenue sources

Unicorn earns commissions on financial services delivered by the banking consortium through its apps, including fixed finders' fees for what the company calls "skips"-customers who initially engage with Unicorn, but then "skip" to receive services directly from a consortium bank. Unicorn needs to attribute revenue from these customers to its own campaigns; currently, it's impossible

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Current and aspirational marketing technology

Current Marketing technology consists of Marketable, an open-source lead management solution supported by a set of spreadsheets and scripts developed in-house. Marketable offers lead tracking and source attribution, but not multi-touch source attribution. Unicorn Fintech Marketing has difficulty linking the different stages of customer campaign journeys, and relies on scripts to translate Marketable's "sales alerts" into next steps it could use in multi-touch campaigns. IT has worked out scripts to input Marketable qualified leads into Salesforce, but the system is brittle and often requires manual intervention.

Current campaign management processes

A typical email campaign:

- * Addresses a purchased (for customer acquisition) or in-house (for cross-sell) list. Purchased lists range from 300,000 to 1.5 million addresses
- * Is sent from multiple data centers in the US and Canada
- * Includes an "unsubscribe" opt-out below the message
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All campaigns to date direct respondents to a single landing page with the company's "all markets" message. More sophisticated targeting is a high priority.

Current lead management and attribution

Unicorn's lead-management process follows

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Attribution processes are binary: response to a campaign email or web visit is rated a success if it results in a sale: there is no success rating assigned to TV ads that result in web visits, for example. Cost are not allocated to individual campaigns.

The Marketing department plans to expand outreach to social media (Facebook, Twitter, Instagram, in-house and third-party financial blogs), and wants to make sure it can assess the ROI of these channels, and the overall social media program.

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Currently, the Marketing department assigns content development and campaign management duties to team members on a campaign-by-campaign basis. All team members (and IT) have access to all assets and tools, which sometimes leads to duplication and conflicts. The CMO realizes that a more specialization will be necessary to support the social media campaigns, but hasn't decided on the optimal organizational model.

Input of qualified leads from Marketable into

Salesforce is by manual cut-and-paste, assisted by scripts; inconsistency of input practices across Marketing team members is a known problem; individual members have their own "go-to" fields: where one member might check "TV ad" as Lead Source, another would put that in the comments field.

CMO

The CMO's most important concerns are:

- * The current solution has too many manual steps to scale with anticipated growth
- * Without more sophisticated attribution, the company will overinvest in less productive campaigns, and underinvest in better ones
- * In general, analytics integrations are manual, slow, and unreliable
- * The current system completely misses "skips"-customers switching from the Unicorn app to consortium banks-an important source of revenue
- * Documenting the value of Unicorn's Marketing processes is essential to the success of the planned IPO, and millions of dollars in stock valuation hangs in the balance.

CIO

The CIO is concerned primarily with:

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- * Campaigns require so much work that they can't run as many of them as they need to
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Example.

o Webhook not firing,

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Despite the absence of an external Sales team,

Marketing Operations would like to improve the granularity of their lead tracking, including both lifecycle stages and quality levels, with "no score" and negative levels.

Unicorn and their Adobe Marketo Engage Architect want to update their current scoring for web-based behaviors. One area that is highlighted for changes are the forms. The goal is to avoid using one form score, and instead use 3 score values, depending on whether the form is low (+3); medium (+7), or high value (+15).

What is the most scalable way to build these changes?

Options:

A- Update the hidden Behavioral Score fields in each form to have the appropriate 'My Token' score for the value of the form

Make sure this triggers a Score field update as well

B- Build Smart Campaigns that trigger based on the appropriate form into the Scoring Program Add the appropriate score values into the 'Change Data Value' flow step, then switch on

C- Build Smart Campaigns that trigger based on the appropriate form into the Scoring Program Add the appropriate score value 'My Tokens' into the 'Change Score1 flow step, then switch on

D- Update the hidden Behavioral Score fields in each form to have the appropriate score values for

the value of the form

Make sure this triggers a Score field update as well

Answer:

C

Explanation:

Building smart campaigns that trigger based on the appropriate form into the scoring program and adding the appropriate score value 'My Tokens' into the 'Change Score' flow step is the most scalable way to build these changes. This way, the score values can be easily updated and reused across different forms and programs. Updating the hidden behavioral score fields in each form or using 'Change Data Value' flow steps are not scalable solutions as they require manual updates and duplication.

<https://breadcrumbs.io/blog/marketo-lead-scoring/>

Question 8

Question Type: MultipleChoice

An Adobe Marketo Engage Architect has just hired a new person to join their team. They have been tasked with building a new lifecycle model and you work together to develop a solution. The top half of the funnel stages (Known, Engaged, MQL) will be driven by Marketo Engage where as the bottom half of the funnel will be driven by specific data value changes in salesforce. Due to this quarter's budget reasons, there were not enough funds to subscribe to Revenue Explorer or Bizible but it will be prioritized for the next fiscal year.

Which scalable approach should the Architect choose to ensure that the lifecycle model is tracking lead stage changes accurately?

Options:

- A- Build trigger logic in a program. Create a field for revenue stage and a date field for each stage to track date of entry into that field.
- B- Build trigger logic in a program. Build the triggers in the Revenue Cycle Model to listen for stage changes driven by the program.
- C- Build trigger logic within the Revenue Cycle Model.
- D- Build a program to listen to the movement driven by the Revenue Cycle Model.

Answer:

C

Explanation:

The scalable approach that the Architect should choose to ensure that the lifecycle model is

tracking lead stage changes accurately is to build trigger logic within the Revenue Cycle Model. This approach will allow the Architect to create a lifecycle model that is driven by Marketo Engage for the top half of the funnel stages and by specific data value changes in Salesforce for the bottom half of the funnel stages, without requiring an active revenue cycle model. Building trigger logic within the Revenue Cycle Model will enable the Architect to define the criteria and conditions for each stage transition, as well as to track and measure the lead movement across the funnel stages.

Question 9

Question Type: MultipleChoice

Refer to the case study.

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 - o Synchronization errors with third-party tools and Salesforce
- * Inadequate number of lead stages and qualification levels, making it difficult to evaluate lead value, especially in multi-touch campaigns

Despite the absence of an external Sales team,

Marketing Operations would like to improve the granularity of their lead tracking, including both lifecycle stages and quality levels, with "no score" and negative levels.

The Unicorn Marketing Operations team has five custom integrations pushing and pulling data between Adobe Marketo Engage and other third-party systems. All five custom integrations are currently using the same API user and custom Launchpoint service.

What should be the primary security concern for Unicorn?

Options:

- A- The Unicorn Marketo Engage Admin cannot see which integration is consuming API calls, so risk of exceeding API call limits
- B- All five custom integrations are using the same shared API credentials including client ID and client secret
- C- This scenario does not allow for IP restrictions to be enforced for incoming traffic to the Marketo REST API
- D- Using a single API user only does not allow Webhooks to be sent to the right location

Answer:

B

Explanation:

All five custom integrations are using the same shared API credentials including client ID and client secret is the primary security concern for Unicorn. This means that if one of the integrations is compromised or misconfigured, it could affect the security and functionality of the other integrations. It also means that if Unicorn needs to revoke or change the API credentials for any reason, it would impact all five integrations at once. It would be better to use separate API credentials for each integration, and follow the best practices for securing and managing them. The Unicorn Marketo Engage Admin cannot see which integration is consuming API calls, so risk exceeding API call limits is not a primary security concern, but rather a performance concern. This scenario does not allow for IP restrictions to be enforced for incoming traffic to the Marketo REST API is not a primary security concern, as IP restrictions are optional and not required for the REST API. Using a single API user only does not allow Webhooks to be sent to the right location is not a primary security concern, as Webhooks are not dependent on the API user or the Launchpoint service.

Question 10

Question Type: MultipleChoice

An Adobe Marketo Engage Architect is working for a car manufacturing company in Japan and wants to solve two problems:

1. Receiving errors when trying to integrate Marketo Engage with Salesforce's Custom Object, the custom object of Salesforce is storing the offers and gifts given to each car owner.
2. Store the periodic details of car services of owners in Marketo Engage. This will help the team to edit the records in Marketo Engage. Also, use Filter and Triggers for sending service reminders on Marketo Engage. This data at present is maintained offline in Excel.

In which two ways can the Architect solve these challenges? (Choose two.)

Options:

- A- Problem 2: The Admin can use Marketo Engage custom activities
- B- Problem 1: Set the user profile of the Marketo Engage sync user to Admin in Salesforce
- C- Problem 2: The Admin can use Marketo Engage Custom object
- D- Problem 2: The Admin can create a segmentation in Marketo Engage

E- Problem 1: Set the language of Marketo Engage sync user to English in Salesforce

Answer:

C, E

Explanation:

The two ways that the Architect can solve these challenges are to use Marketo Engage Custom object for problem 2 and to set the language of Marketo Engage sync user to English in Salesforce for problem 1. These ways will help the Architect to integrate Marketo Engage with Salesforce's Custom Object and to store the periodic details of car services of owners in Marketo Engage. Using Marketo Engage Custom object for problem 2 will allow the Architect to create a custom object that can store the car service details of owners in Marketo Engage, as well as to use filters and triggers for sending service reminders. Setting the language of Marketo Engage sync user to English in Salesforce for problem 1 will allow the Architect to avoid errors when trying to integrate Marketo Engage with Salesforce's Custom Object, as the language mismatch can cause sync failures or data corruption.



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