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Question 1

Question Type: MultipleChoice

Refer to the case study.

UNICORN FINTECH COMPANY PROFILE

Unicorn Fintech is a mobile-only financial-servicesstartup 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 0 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

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) or0 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

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All campaigns to date direct respondents to a single 0 landing page with the company's "all markets" message. More sophisticated targeting is a high priority.

Current lead management and attribution

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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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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

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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

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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.

The social media team at Unicorn Fintech has been running paid search, paid social, and retargeting ads for the past year. Each of these is an Adobe Marketo Engage program channel and is set up to capture program member success and cost. The newly formed Account Based Marketing team (ABM) also wants to run paid social and retargeting ads but has their own budget. They want to report on their ABM efforts and ROI of their specific programs separate from the social media team. The social media team wants to be able to see how all campaigns are performing as well as easily separate the ABM efforts.

How should the Marketo Engage Architect set up the program structure to achieve these reporting goals?

Options:

A- Use the existing paid social and retargeting channels and add ABM to the program name

B- Create new ABM channels for paid social and retargeting

C- Use the existing paid social and retargeting channels and add a tag for ABM

Answer:

B

Explanation:

Creating new ABM channels for paid social and retargeting is the best way to set up the program structure to achieve the reporting goals. This way, the ABM team can have their own channels with their own success and cost metrics, and report on their ROI separately from the social media team. The social media team can also see how all campaigns are performing by using the existing channels, and easily separate the ABM efforts by filtering by channel. Using the existing paid social and retargeting channels and adding ABM to the program name would not be a good solution, as it would not allow for separate cost and success metrics for the ABM programs. Using the existing paid social and retargeting channels and adding a tag for ABM would not be a good solution, as it would not allow for separate cost and success metrics for the ABM programs, and it would require manual tagging of each program.

Question 2

Question Type: MultipleChoice

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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 O exceeding API call limits

B- All five custom integrations are using the same shared API credentials including client ID and O 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 3

Question Type: **MultipleChoice**

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Unicorn starts rebuilding out its Revenue Cycle Model (RCM) to move away from the generic Marketable model. The goal is a model that more accurately mtaches its customer journey. When building out the RCM, Unicorn finds that several of their "Skips" (customers who initially engage with Unicorn, but then "skip" to receive services directly from a consortium bank) seem to only appear at the Engaged phase due to scoring, before reappearing as a 'Closed Won' in their CRM.

As the CRM begins to sync back these Closed Won Opportunities, how should this journey be captured in the Revenue Cycle Model?

Options:

A- The 'Skips' should have specific stages in the success path that are the equivalent of MQL, SAL, and Opportunity, but with 'Skips' labelled.

B- Manage the 'Skips' quickly by moving them through each stage of the Success Path from engaged to 'Closed Won' once identified

C- The 'Skips' should have a detour arrow above the Success Path that moves them directly from 'Engaged' to 'Closed Won'.

Answer:

C

Explanation:

The "Skips" should have a detour arrow above the Success Path that moves them directly from 'Engaged' to 'Closed Won'. This way, the Revenue Cycle Model can capture the unique journey of these customers who bypass the normal stages of the Success Path and still generate revenue for Unicorn. The detour arrow would also allow for reporting and analysis of the "Skips" segment and their contribution to the overall revenue. The "Skips" should not have specific stages in the success path that are the equivalent of MQL, SAL, and Opportunity, but with "Skips" labelled, as this would create confusion and redundancy in the model. The "Skips" do not go through these stages, so they should not be assigned to them. Managing the "Skips" quickly by moving them through each stage of the Success Path from engaged to 'Closed Won' once identified would not be a good solution, as it would distort the accuracy and integrity of the model. The "Skips" do not follow the same criteria and behavior as the other customers who go through each stage, so they should not be treated as such.

Question 4

Question Type: MultipleChoice

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Unicorn Fintech is using Salesforce and Adobe Marketo Engage. They want to change their lead sync and lead routing rules for new leads that are generated through Marketo Engage forms. The Marketing Operations Manager needs to help them build new automation. Leads must reach a minimum lead score of 50 prior to being synced for Inside Sales to follow up. Prior to syncing to Salesforce, they want to make sure that each lead has a minimum data set of lead source and country. The Inside Sales Managers in each region cannot agree on a single global process for which leads should be assigned to which Inside Sales reps once the leads are created in Salesforce. They want the flexibility to decide at the country level.

What is the most appropriate, scalable process for the Marketing Operations Manager to build?

Options:

A- Include country as a form field, use a hidden field to populate lead source, trigger the sync immediately, and assign to a country lead queue

B- Include country as a form field, use a hidden field to populate lead source, trigger the sync when the person reaches 50 points, and assign to a country lead queue

C- Use inferred data to populate the country field, use a hidden field to populate lead source, trigger the sync when the person reaches 50 points, and assign to an Inside Sales rep

D- Use inferred data to populate the country and lead source fields, trigger the sync immediately, and assign directly to the Inside Sales Managers in each region

Answer:

B

Explanation:

Including country as a form field, using a hidden field to populate lead source, triggering the sync when the person reaches 50 points, and assigning to a country lead queue is the most appropriate, scalable process for the Marketing Operations Manager to build. This way, the process ensures that each lead has a minimum data set of lead source and country, that the lead score is high enough to indicate interest and readiness, and that the lead routing is flexible enough to accommodate different regional preferences. Using inferred data to populate the country field or the lead source field would not be reliable or accurate, as inferred data can be incorrect or missing. Triggering the sync immediately would not respect the lead score threshold of 50 points. Assigning to an Inside Sales rep or an Inside Sales Manager directly would not allow for flexibility or load balancing. Assigning to a country lead queue would allow for more control and visibility over the lead distribution

Question 5

Question Type: MultipleChoice

Refer to the case study

UNICORN FINTECH COMPANY PROFILE

Unicorn Fintech is a mobile-only financial-servicesstartup 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 0 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

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:

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All campaigns to date direct respondents to a single 0 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.

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CMO

The CMO's most important concerns are:

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

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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

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

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Example.

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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 has been having an issue with data quality coming from their Adobe Marketo Engage instance. An audit finds that a key issue is that Marketers and IT members lacked knowledge in best practice processes for the following tasks:

* Importing data to Marketo Engage or CRM in incorrect format or with old information

* Setting up forms to comply with Data Standardization (such as String Country fields to fill out)

* Importing large purchased lists without any minimal validation

Unicorn agrees with the auditor's recommendations to roll out enablement as part of a way to solve the problems.

Which two steps should be a part of this enablement? (Choose two.)

Options:

A- Set up a Roles and Permissions workshop with the CMO and CIO to capture and enforce the right level of access for level of Marketo Engage usage

B- Remove access to users who are the 'worst offenders' until they have successfully passed the Marketo Certified Associate Exam

C- Align IT and Marketing Ops teams on what level of responsibility each team should have on data management in Marketo Engage

D- Buy lists from a third-party data provider that are GDPR compliant with no country values

E- Set up training sessions that covers List Import and Form best practices for both day-to-day users and Marketo Engage 'Power Users'

Answer:

C, E

Explanation:

Setting up training sessions that covers List Import and Form best practices for both day-to-day users and Marketo Engage 'Power Users' is a good step to be part of the enablement, as it would help the users to learn how to avoid common data quality issues and follow the best practices for importing data and creating forms. Aligning IT and Marketing Ops teams on what level of responsibility each team should have on data management in Marketo Engage is another good step to be part of the enablement, as it would help to clarify the roles and expectations of each team and ensure a consistent and collaborative approach to data quality. Setting up a Roles and Permissions workshop with the CMO and CIO to capture and enforce the right level of access for level of Marketo Engage usage is not a bad step, but it is not directly related to the data quality issues or the enablement of the users. Removing access to users who are the 'worst offenders' until they have successfully passed the Marketo Certified Associate Exam is not a good step, as it would be punitive and disruptive to the users' work. Buying lists from a third-party data provider that are GDPR compliant with no country values is not a good step, as it would not solve the data quality issues or improve the users' knowledge of best practices.

Question 6

Question Type: MultipleChoice

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Example.

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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 7

Question Type: **MultipleChoice**

Refer to the case study.

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Example.

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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.

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 8

Question Type: MultipleChoice

Refer to the case study

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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 has been having an issue with data quality coming from their Adobe Marketo Engage instance. An audit finds that a key issue is that Marketers and IT members lacked knowledge in best practice processes for the following tasks:

* Importing data to Marketo Engage or CRM in incorrect format or with old information

* Setting up forms to comply with Data Standardization (such as String Country fields to fill out)

* Importing large purchased lists without any minimal validation

Unicorn agrees with the auditor's recommendations to roll out enablement as part of a way to solve the problems.

Which two steps should be a part of this enablement? (Choose two.)

Options:

A- Set up a Roles and Permissions workshop with the CMO and CIO to capture and enforce the right level of access for level of Marketo Engage usage

B- Remove access to users who are the 'worst offenders' until they have successfully passed the Marketo Certified Associate Exam

C- Align IT and Marketing Ops teams on what level of responsibility each team should have on data management in Marketo Engage

D- Buy lists from a third-party data provider that are GDPR compliant with no country values

E- Set up training sessions that covers List Import and Form best practices for both day-to-day users and Marketo Engage 'Power Users'

Answer:

C, E

Explanation:

Setting up training sessions that covers List Import and Form best practices for both day-to-day users and Marketo Engage 'Power Users' is a good step to be part of the enablement, as it would help the users to learn how to avoid common data quality issues and follow the best practices for importing data and creating forms. Aligning IT and Marketing Ops teams on what level of responsibility each team should have on data management in Marketo Engage is another good step to be part of the enablement, as it would help to clarify the roles and expectations of each team and ensure a consistent and collaborative approach to data quality. Setting up a Roles and Permissions workshop with the CMO and CIO to capture and enforce the right level of access for level of Marketo Engage usage is not a bad step, but it is not directly related to the data quality issues or the enablement of the users. Removing access to users who are the 'worst offenders' until they have successfully passed the Marketo Certified Associate Exam is not a good step, as it would be punitive and disruptive to the users' work. Buying lists from a third-party data provider that are GDPR compliant with no country values is not a good step, as it would not solve the data quality issues or improve the users' knowledge of best practices.

Question 9

Question Type: **MultipleChoice**

Refer to the case study.

UNICORN FINTECH COMPANY PROFILE

Unicorn Fintech is a mobile-only financial-servicesstartup 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 0 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

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) or0 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 0 with any email management platform.

All campaigns to date direct respondents to a single 0 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

Marketable's "out of the box" defaults: lead evaluation levels 1 through 3, lifecycle stages "unqualified" and "qualified." The qualification processes are manual, and highly subjective: Marketing staff classify leads according to prospect email responses, including free-form comments. "Sales" followup is by email forms prompting higher levels of engagement. The company intends to phase out Marketable and replace spreadsheets and scripts with native features of whatever solution set it adopts.

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.

The social media team at Unicorn Fintech has been running paid search, paid social, and retargeting ads for the past year. Each of these is an Adobe Marketo Engage program channel and is set up to capture program member success and cost. The newly formed Account Based Marketing team (ABM) also wants to run paid social and retargeting ads but has their own budget. They want to report on their ABM efforts and ROI of their specific programs separate from the social media team. The social media team wants to be able to see how all campaigns are performing as well as easily separate the ABM efforts.

How should the Marketo Engage Architect set up the program structure to achieve these reporting goals?

Options:

A- Use the existing paid social and retargeting channels and add ABM to the program name

B- Create new ABM channels for paid social and retargeting

C- Use the existing paid social and retargeting channels and add a tag for ABM

Answer:

B

Explanation:

Creating new ABM channels for paid social and retargeting is the best way to set up the program structure to achieve the reporting goals. This way, the ABM team can have their own channels with their own success and cost metrics, and report on their ROI separately from the social media team. The social media team can also see how all campaigns are performing by using the existing channels, and easily separate the ABM efforts by filtering by channel. Using the existing paid social and retargeting channels and adding ABM to the program name would not be a good solution, as it would not allow for separate cost and success metrics for the ABM programs. Using the existing paid social and retargeting channels and adding a tag for ABM would not be a good solution, as it would not allow for separate cost and success metrics for the ABM programs, and it would require manual tagging of each program.

Question 10

Question Type: MultipleChoice

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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 O exceeding API call limits

B- All five custom integrations are using the same shared API credentials including client ID and O 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.