



Free Questions for [AD0-E556](#) by [certsdeals](#)

Shared by [Ayers](#) on [29-01-2024](#)

For More Free Questions and Preparation Resources

[Check the Links on Last Page](#)

Question 1

Question Type: MultipleChoice

A Sales team reports to Marketing that they receive false MQLs regularly. The Adobe Marketo Engage instance has three fields to track lead scores:

- * "Total Score" is a sum of Behavior and Demographic Scores.
- * A prospect gets graduated to MQL as soon as "Behavior Score" changes to 100 or greater and "Demographic Score" must be at least 20.
- * All "Demographic Score" smart campaigns are set up using "Person is Created" trigger with no filters.

The Marketo Engage Administrator audits the false MQLs and learns that most of them received a "Demographic Score" of +20 for being in a target "Job Title" and preferred "Country". Their "Demographic Scoring" was not completed. They received -10 for the "Industry" because these false MQLs are from Universities.

Which two sets of actions should the Architect take to stop sending the false MQLs to the Sales team? (Choose two.)

Options:

A- Use trigger 'Not Score is Changed' on 'Demographic Field'

In the Flow steps, use 'Change Score', 'Remove from Flow', and 'Change Data Value' for updating 'Demographic MQL Score' field

B- Use trigger 'Score is Changed' on 'Demographic Field'

In the Flow steps, use 'Wait', 'Remove from Flow', and 'Change Data Value' for updating 'Demographic MQL Score' field

C- Create a Boolean field and Smart-Campaign called 'Demographic MQL Score'

Update the MQL Smart Campaign to use 'Demographic MQL Score = True' as a filter and as a trigger

D- Use trigger 'Score is Changed' on 'Demographic Field'

In the Flow steps, use 'Change Score', 'Remove from Flow', and 'Change Data Value' for updating 'Demographic MQL Score' field

E- Create a Score field and Smart-Campaign called 'Demographic MQL Score'

Update the MQL Smart Campaign to use 'Demographic MQL Score = True' as a filter and as a trigger

Answer:

A, C

Explanation:

The two sets of actions that the Architect should take to stop sending the false MQLs to the Sales team are to use trigger "Not Score is Changed" on "Demographic Field" and to create a Boolean field and Smart-Campaign called "Demographic MQL Score". These actions will help the Architect to improve the lead scoring and qualification process, as well as to avoid sending leads that are not ready or qualified to the Sales team. Using trigger "Not Score is Changed" on "Demographic Field" will ensure that leads are scored only once based on their demographic attributes, instead of multiple times based on their behaviors. Creating a Boolean field and Smart-Campaign

called "Demographic MQL Score" will enable the Architect to mark leads as Demographic MQLs based on their score and criteria, and to use this field as a filter and trigger for updating the MQL status.

Question 2

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.

Question 3

Question Type: MultipleChoice

An organization wants to improve its Lead routing to its team across regions. Instead of using their default workspace and partition for region/country specific marketing on top of global operations, they currently have four 'regions' that cover six countries, each with their own Lead partition and Workspaces:

- * EMEA: UK and Belgium
- * ANZ: Australia and New Zealand
- * NAM: USA
- * ASIA: Japan

Singapore will be added as an additional country within 6 months.

As the organization moves away from the highly manual process of assigning leads as 'ready', the goal is to use their new Lead scoring to state that leads that are above 60 in Score are marked as MQL, and are synced to the right country team queue in their CRM. The CRM will then use automated workflows to take leads from the queues and decide which leads are assigned to which representative for that country.

Which efficient measures should be taken to make sure Leads from the right countries are synced to the correct queues in the CRM?

Options:

A- Build program in each region workspace. When the score reaches 60, trigger the Salesforce sync and assign to lead queues based

on region. For example, 'If Partition is ASIA, Assign to ASIA queue'.

B- Build program in default workspace. When the score reaches 60, trigger the Salesforce sync and assign to lead queues based on country. For example, 'If Country is USA, Assign to USA lead queue'.

C- Build program in each region workspace. When the score reaches 60, trigger the Salesforce sync and assign to lead queues based on country. For example, 'If Country is USA, Assign to USA lead queue'.

D- Build program in default workspace. When the score reaches 60, trigger the Salesforce sync and assign to lead queues based on region. For example, If Partition is ASIA, Assign to ASIA queue'.

Answer:

B

Explanation:

The efficient measure that should be taken to make sure leads from the right countries are synced to the correct queues in the CRM is to build program in each region workspace. When the score reaches 60, trigger the Salesforce sync and assign to lead queues based on country. For example, "If Country is USA, Assign to USA lead queue". This measure will help the organization to improve its lead routing to its team across regions, as well as to use their new lead scoring to mark leads as MQLs. Building program in each region workspace will allow the organization to segment and target leads based on their region and country, as well as to leverage their existing workspaces and partitions. Triggering the Salesforce sync and assigning to lead queues based on country will allow the organization to sync leads that reach MQL status based on their score and assign them to the appropriate sales team queue in CRM.

Question 4

Question Type: MultipleChoice

A company buys a webinar solution that connects to its Adobe Marketo Engage instance via API. The Marketing VP wants to quickly scale the volume of webinars from once a month for North America to three times a month globally. All webinars will be in English. The company markets to three different regions, and the content of all assets such as the landing page and emails need the option to vary the content for different combinations of region and industry.

The Marketing VP wants to see the results of each webinar reported at the global level. The Demand Generation Manager wants to see the results of each webinar reported at the regional level.

Which two actions should the Marketo Engage Architect recommend to meet these requirements? (Choose two.)

Options:

- A- Create a webinar email asset in the program template that uses Velocity Scripting to populate region and industry
- B- Create a webinar email template with program tokens to populate content by region and industry
- C- Create a regional webinar program template with a consistent naming convention
- D- Create a global webinar program template that contains each region's local assets when it is cloned
- E- Create a webinar email template with snippets to populate content by region and industry

Answer:

A, C

Explanation:

The two actions that the Marketo Engage Architect should recommend to meet these requirements are to create a webinar email asset in the program template that uses Velocity Scripting to populate region and industry and to create a regional webinar program template with a consistent naming convention. These actions will help the Architect to quickly scale the volume of webinars from once a month for North America to three times a month globally, as well as to vary the content of assets for different combinations of region and industry. Creating a webinar email asset in the program template that uses Velocity Scripting to populate region and industry will enable the Architect to dynamically insert content based on the lead's region and industry segmentation fields, instead of creating separate email assets for each segment. Creating a regional webinar program template with a consistent naming convention will enable the Architect to easily clone and customize the program for each region, as well as to report on the results of each webinar at the global and regional level.

Question 5

Question Type: MultipleChoice

An Adobe Marketo Engage Consultant is assigned to audit an existing Marketo Engage instance. This is a 10-year-old instance. Due to high turnover within the Marketing Operations team, the team does not have the MQL assignment process documented. Marketing

Operations does not have access to Salesforce. The sales team reports that they receive only 10 MQLs in a week. The Marketing team shows on average 50 MQLs in a week. The Sales team members do not get any MQL alert from Marketo Engage. They see the lead assignment only when the leads are assigned to "Sales Queue" on Salesforce. The Marketo Engage sync on Salesforce is properly configured and has write access to all standard objects and fields. While auditing Marketo Engage instance, the consultant finds the following issues:

* An average 40 leads are getting graduated to MQLs but not syncing with Salesforce. These records are already in Salesforce's lead object and belong to Hospitality Industry.

* The web-message field on the Marketo Engage form is not getting updated to Salesforce's Lead and Contact objects. The Marketo Engage Sync user has read and write access to "Web-Message" field on Lead, Contact, and Account objects.

Which two steps should the consultant perform to find the root cause? (Choose two.)

Options:

- A- Check if Marketo's Custom Object is in place
- B- Check if the Web-Message form field is mapped to Account object
- C- Check if the Custom Activities are configured properly
- D- Check if the Behavior Scoring is configured properly
- E- Check if the Custom Sync Rule is in place

Answer:

B, E

Explanation:

The two steps that the consultant should perform to find the root cause are to check if the Web-Message form field is mapped to Account object and to check if the Custom Sync Rule is in place. These steps will help the consultant to identify and resolve the issues that are causing leads not syncing with Salesforce or fields not getting updated. Checking if the Web-Message form field is mapped to Account object will help the consultant to verify that the field mapping is correct and consistent between Marketo Engage and Salesforce, as well as between Lead, Contact, and Account objects. Checking if the Custom Sync Rule is in place will help the consultant to verify that there are no filters or conditions that are blocking leads from syncing with Salesforce based on their industry or other criteria.

Question 6

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 7

Question Type: MultipleChoice

An Adobe Marketo Engage Architect needs to build a subscription center that contains an option to "pause notifications for 30 days" to dissuade people from unsubscribing. If a person fills out the form and selects this feature, Marketing wants to Marketing Suspend them for 30 days and subtract five points from the lead. Existing records whose notifications are currently paused should be excluded from the flow to avoid double processing.

Which order of steps is required to build this program?

Options:

- A- Remove from Flow (Existing) > Change data value > Change Score > Wait > Change data value
- B- Remove from Flow (Existing) > Change Score > Wait > Change data value > Change data value
- C- Change data value > Remove from Flow (Existing) > Change Score > Wait > Change data value
- D- Change Score > Change data value > Wait > Change data value > Remove from Flow (Existing)

Answer:

A

Explanation:

The order of steps required to build this program is to remove from flow (existing), change data value, change score, wait, and change data value. These steps will allow the program to build a subscription center that contains an option to "pause notifications for 30 days" to dissuade people from unsubscribing, and to perform the desired actions for the leads who select this feature. The remove from flow (existing) step will exclude existing records whose notifications are currently paused from the flow to avoid double processing. The change data value step will update the Marketing Suspended field to true for the leads who select this feature. The change score step will subtract five points from the lead score for the leads who select this feature. The wait step will pause the flow for 30 days for the leads who select this feature. The change data value step will update the Marketing Suspended field to false for the leads who select this feature after 30 days.

Question 8

Question Type: MultipleChoice

An Adobe Marketo Engage Architect notices that the smart campaigns run slowly. The Campaign Queue in Marketing Activities is full of backlog campaigns. The alerts fire with a delay. All alert smart campaigns are triggered based on the first step of Change Data Value. All Batch campaigns use the Advanced Wait Properties at the first step to run the campaign every Monday at 8:00 PM PT.

Which steps should the Architect perform to scale the campaign execution?

Options:

- A-** For campaigns sending alerts, move the Send Alert step to first. For batch campaigns, make sure that the wait time is less than 10 minutes.
- B-** For campaigns sending alerts, move the Send Alert step to first. For batch campaigns, use batch campaign scheduler instead of Advanced Wait Properties.
- C-** For campaigns sending alerts, add Sync to SFDC step to first. For batch campaigns, use normal Wait instead of Advanced Wait Properties.

Answer:

B

Explanation:

The steps that the Architect should perform to scale the campaign execution are to move the Send Alert step to first for campaigns sending alerts, and to use batch campaign scheduler instead of Advanced Wait Properties for batch campaigns. These steps will help the Architect to improve the speed and efficiency of the smart campaigns, as well as reduce the backlog in the campaign queue. Moving the Send Alert step to first will ensure that alerts are sent immediately without waiting for other flow steps or triggers, which can cause delays or errors. Using batch campaign scheduler instead of Advanced Wait Properties will allow the Architect to schedule batch campaigns at a specific date and time, instead of using a wait step that can clog up the queue or run at suboptimal times.

Question 9

Question Type: MultipleChoice

An Adobe Marketo Engage Consultant is reviewing all programs in an instance. Each campaign in each program contains at least three flow steps:

- * If Acquisition Program is Empty, change Acquisition Program to the current program's name
- * Change the status in the program (based on the action)
- * Write an Interesting Moment

These flow steps happen in almost every campaign.

How can the Consultant edit the programs for scalability and efficiency?

Options:

- A-** Create global Interesting Moments campaigns based on specific triggers and using tokens
- B-** Create a global program and coordinating campaigns to update the acquisition program to the latest program touched

C- Remove the program status change because this will be handled by the Acquisition Program update

Answer:

B

Explanation:

The Consultant can edit the programs for scalability and efficiency by creating a global program and coordinating campaigns to update the acquisition program to the latest program touched. This will allow the Consultant to streamline and optimize the process of updating the acquisition program for each lead, instead of having multiple flow steps in each campaign. The global program can use triggers and filters to capture leads from different sources and channels, and use tokens to dynamically update the acquisition program based on the latest program touched. This will also reduce the number of campaigns in the queue and improve the campaign performance.

Question 10

Question Type: MultipleChoice

When reviewing completion of a REST API Webhook, two URLs can be used to perform an initial validation and make sure leads will pass correctly.

Which two combinations of URL and associated parameters should be used to validate the REST API? (Choose two.)

Options:

- A-** Endpoint URL with Client ID, Your Email Address, and Client Secret
- B-** Identity URL with Client Score and Client ID
- C-** Endpoint URL with Access Token and Your Email Address
- D-** Endpoint URL with Access Token and Client ID
- E-** Identity URL with Client ID and Client Secret

Answer:

C, E

Explanation:

The two combinations of URL and associated parameters that should be used to validate the REST API are Endpoint URL with Access Token and Your Email Address and Identity URL with Client ID and Client Secret. These combinations will allow the user to perform an initial validation and make sure leads will pass correctly through the REST API Webhook. The Endpoint URL with Access Token and Your Email Address will allow the user to test the functionality of the endpoint service and verify that the leads can be submitted successfully. The Identity URL with Client ID and Client Secret will allow the user to obtain an access token for authentication and authorization purposes.

Question 11

Question Type: MultipleChoice

A company has a meeting with a third party that wants to begin submitting leads captured through various channels. These leads are aware that the third party will share their information with the company and have provided consent through their engagement. The third party will send the leads through a REST API.

Which steps should the Adobe Marketo Engage Architect take to make sure that the REST API is set up correctly?

Options:

- A- Create API User Role, Use an existing API User, Create new Launchpoint Service, Run a Call test with Identity and Endpoint
- B- Create API User Role, Create a new API User, Create new Launchpoint Service, Run a Call test with Identity and Endpoint
- C- Create API User Role, Create a new API User, Create new Launchpoint Service, Run a Call test with Token and Endpoint
- D- Create API User Role, Use an existing API User, Create new Launchpoint Service, Run a Call test with Token and Identity

Answer:

B

Explanation:

The steps that the Adobe Marketo Engage Architect should take to make sure that the REST API is set up correctly are to create API User Role, create a new API User, create new Launchpoint Service, and run a Call test with Identity and Endpoint. These steps will allow the Architect to configure and test the REST API integration with Marketo Engage. Creating API User Role will enable the Architect to define the permissions and access level for the API User. Creating a new API User will enable the Architect to generate a unique Client ID and Client Secret for authentication. Creating new Launchpoint Service will enable the Architect to register and manage the third-party service in Marketo Engage. Running a Call test with Identity and Endpoint will enable the Architect to verify that the API calls are working properly and that leads can be submitted through various channels.

Question 12

Question Type: MultipleChoice

A company has a Contact Us form that contains a text field called "Comments" where prospects describe their needs to provide sales with context for follow-up. When this form is completed, a Marketing Qualified Lead (MQL) is generated and sent to sales. The "Comments" field is a custom text field. Leads often write lengthy descriptions that exceed 140 characters. The "Comments" field is not synced to CRM. Another field called "Notes" is synced to CRM. This is also a text field. The "Notes" field is often used by Sales and is commonly overwritten by Sales. Both Sales and Marketing agree that the "Comments" field is important and want to give the prospect space to describe their needs.

An Adobe Marketo Engage Architect needs to set up an interesting moment that is triggered upon the Contact Us form fill that contains the "Comments" value to give Sales immediate context of the inquiry.

Which two actions must the Marketo Engage Architect take to fulfill this request? (Choose two.)

Which two actions must the Marketo Engage Architect take to fulfill this request? (Choose two.)

Options:

- A- Use a token in the Interesting Moment to populate info from the 'Comments' field
- B- Change the 'Comments' field type from text to string to capture longer comments
- C- Have Marketo Support re-map the 'Comments' field in Marketo to the 'Notes' CRM field
- D- Create the 'Comments' field in CRM, sync it to Marketo, and have Marketo Support remap it
- E- Switch the field mapping on the Marketo form from 'Comments' to 'Notes'

Answer:

A, D

Explanation:

The two actions that the Marketo Engage Architect must take to fulfill this request are to use a token in the Interesting Moment to populate info from the "Comments" field and to create the "Comments" field in CRM, sync it to Marketo, and have Marketo Support remap it. These actions will allow the Architect to set up an interesting moment that is triggered upon the Contact Us form fill that contains the "Comments" value to give Sales immediate context of the inquiry. Using a token in the Interesting Moment will enable the Architect to dynamically insert the value of the "Comments" field into the interesting moment description. Creating the "Comments" field in CRM, syncing it to Marketo, and having Marketo Support remap it will enable the Architect to preserve the value of the "Comments"

field in both systems and avoid overwriting the "Notes" field that is used by Sales.

To Get Premium Files for AD0-E556 Visit

<https://www.p2pexams.com/products/ad0-e556>

For More Free Questions Visit

<https://www.p2pexams.com/adobe/pdf/ad0-e556>

