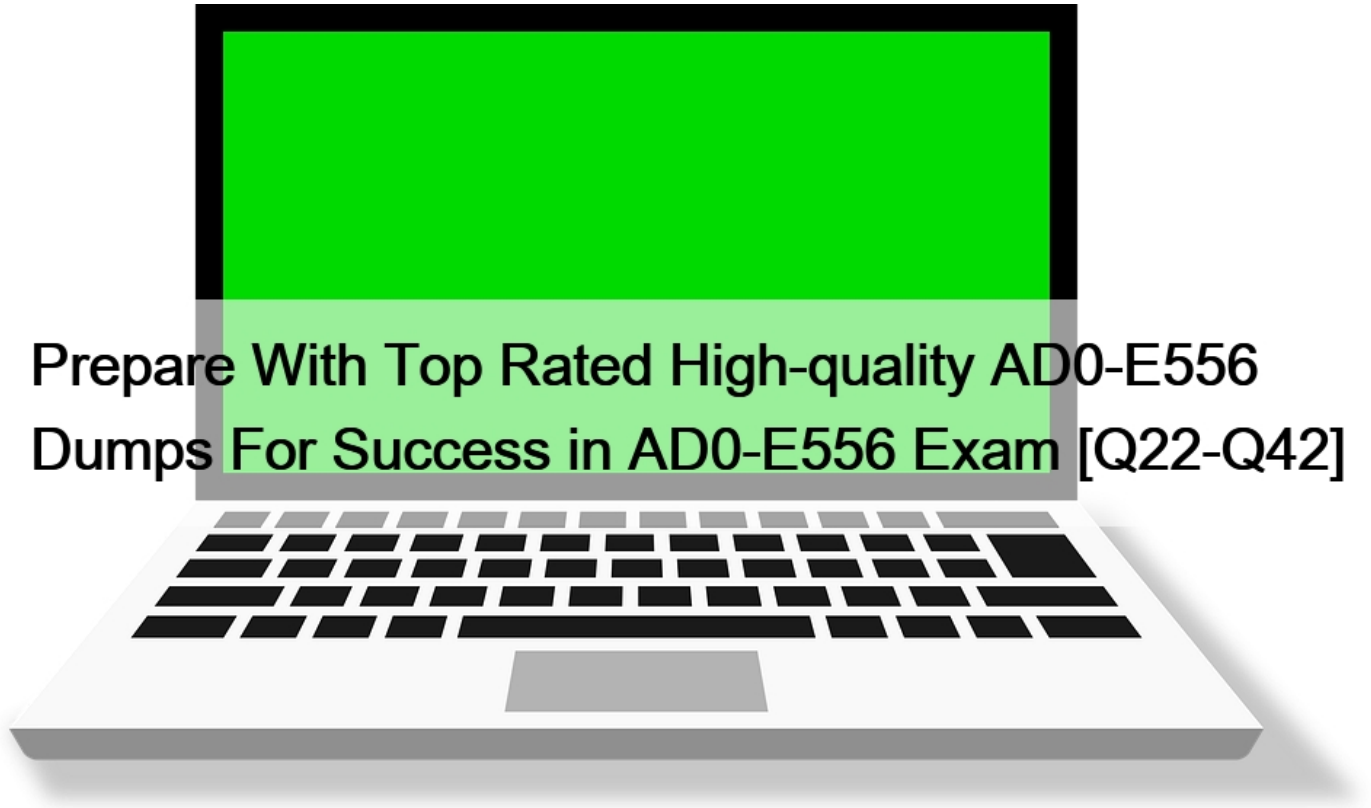# Prepare With Top Rated High-quality AD0-E556 Dumps For Success in AD0-E556 Exam [Q22-Q42

Prepare With Top Rated High-quality AD0-E556 Dumps For Success in AD0-E556 Exam

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QUESTION 22

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.

A key revenue source for Unicorn is "skips". This source is made up of customers who initially engage with Unicorn, but then "skip" to receive services directly from a consortium bank. Unicorn wants to attribute this revenue from these customers to their campaigns. Unicorn IT has done the due diligence to be able to receive access to this data.

For Marketo's revenue attribution model and overall data architecture, in which location should this data be available to Marketo?
* Stored directly on the Person record
* Stored on the Salesforce Opportunity Object and synced to Marketo via the native sync
* Stored on a Salesforce Custom Object and synced to Marketo via the native sync
* Stored in a Marketo Custom Object
Explanation

Storing the data on the Salesforce Opportunity Object and syncing to Marketo via the native sync is the best location for Marketo's revenue attribution model and overall data architecture. This way, Marketo can use the Opportunity Influence Analyzer and the Revenue Cycle Modeler to attribute revenue to campaigns based on the opportunity data. Storing the data directly on the Person record would not allow for revenue attribution, as Marketo does not use person-level fields for this purpose. Storing the data on a Salesforce Custom Object or a Marketo Custom Object would require additional configuration and integration to link the data to the person and the opportunity.

QUESTION 23
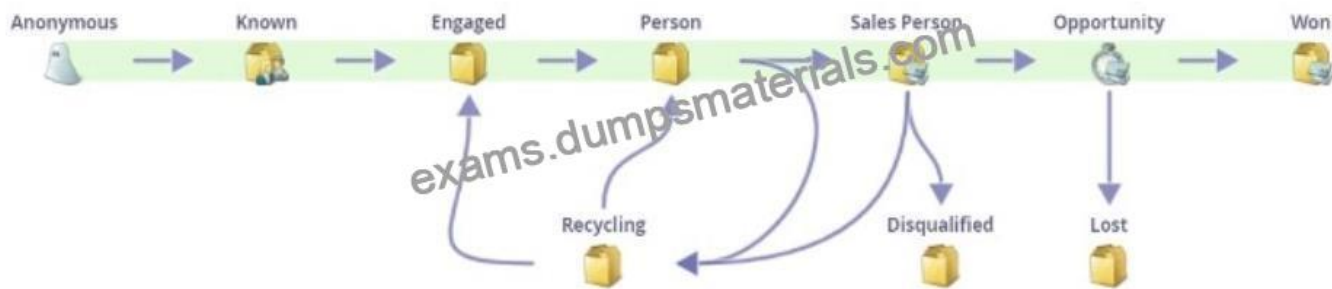
Refer to the lifecycle model above.

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.)
* Modify the "Opportunity" stage and update the Max Age from 7 days to 4 days
* Add an additional stage between "Opportunity" and "Won". Set type to SLA and set Max Age to 3 '-' days
* Add an additional stage between "Sales Person" and "Opportunity". Set type to SLA and set Max 1 ' Age to 3 days

* Modify the Sales Person" stage from Type: Gate to Type: SLA and set Max Age to 4 days
* Modify the "Sales Person" stage from Type: Inventory to Type: SLA and set Max Age to 4 days
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.

References: https://docs.marketo.com/display/public/DOCS/Revenue+Cycle+Modeler

https://docs.marketo.com/display/public/DOCS/Revenue+Cycle+Modeler+Best+Practices

QUESTION 24

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.)
* Problem 2: The Admin can use Marketo Engage custom activities
* Problem 1: Set the user profile of the Marketo Engage sync user to Admin in Salesforce
* Problem 2: The Admin can use Marketo Engage Custom object
* Problem 2: The Admin can create a segmentation in Marketo Engage
* Problem 1: Set the language of Marketo Engage sync user to English in Salesforce
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.

References: https://docs.marketo.com/display/public/DOCS/Custom+Objects+Overview

https://docs.marketo.com/display/public/DOCS/Salesforce+Sync%3A+Overview

QUESTION 25

Refer to the case study.

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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

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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.

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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.

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Current governance processes

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CMO

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* 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 newleads 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
* Change any third-party form integrations into Marketo Engage or Salesforce forms to cut down on additional API usage
* Change any additional Smart Campaigns with the ‘Sync to SFDC workflow steps to Request Campaign that runs daily to reduce load
* Change from using ‘Add to Salesforce Campaign’ smart campaign workflow step, and instead use the native ‘Marketo Program/Campaign’ sync setup
* Change any additional Smart Campaigns with the ‘Sync to SFDC workflow steps into batch campaigns that run daily to reduce load
* Remove any additional ‘Sync to SFDC Workflow steps in Smart Campaigns other than the dedicated ones managing the sync
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 26

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?
* Create API User Role, Use an existing API User, Create new Launchpoint Service, Run a Call test with Identity and Endpoint
* Create API User Role, Create a new API User, Create new Launchpoint Service, Run a Call test with Identity and Endpoint
* Create API User Role, Create a new API User, Create new Launchpoint Service, Run a Call test with Token and Endpoint
* Create API User Role, Use an existing API User, Create new Launchpoint Service, Run a Call test with Token and Identity
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.

References: https://developers.marketo.com/rest-api/

https://docs.marketo.com/display/public/DOCS/Create+an+API+Only+User+Role

https://docs.marketo.com/display/public/DOCS/Create+a+Custom+Service

https://docs.marketo.com/display/public/DOCS/Webhooks

QUESTION 27

A consultant conducts an audit on a company’s Adobe Marketo Engage instance and discovers:

* The instance hits its API limit twice a month, affecting leads from multiple third-party integrations from being consistently created or updated automatically.

* The field “Country’ is set as a text field, which results in inconsistent variations and misspellings of the country value, leading to the inability to route leads to the proper regional sales team.

* There is a Segmentation called “Reqion”, which is defined by the “Country” field values; due to the inconsistency of the field, a majority of the person records sit in the “Default” segment.

* Lead routing is based on the “Region” segment, and there is no logic set in the routing to account for the

“Default” leads.

After sharing these findings with a group of stakeholders, the stakeholders share:

* The Data Science team uses the Marketo Engage API to pull data out of the instance twice a month for an executive dashboard that tracks quarterly goals.

* The Sales team is extremely below target for qualified leads because the volume routed to them is so low.

* The Web team has reported on below-average form conversions because too many fields are open text.

* The Marketing team wants to send nurture emails that are localized based on the “Region” Segmentation.

The end of the quarter is 1 month away.

What is the first action the consultant should take?
* Create a daily re-occurring batch that standardizes “Country” into clean values
* Change the ‘ Country” field from a text field to a string field to standardize the values
* Advise the Data Science team to minimize their API query to reduce the consumption of the API limit
* Advise the company to increase its API limits to solve the API issue
Explanation

The first action the consultant should take is to advise the Data Science team to minimize their API query to reduce the consumption of the API limit. This is because hitting the API limit twice a month affects leads from multiple third-party integrations from being consistently created or updated automatically, which impacts the lead routing and nurturing processes. By reducing the API query, the consultant can ensure that the integrations are not disrupted and that leads are not lost or delayed. The other options are not as urgent or effective as this one, because they do not address the root cause of the problem or they require more time and resources to

implement.

References:https://docs.marketo.com/display/public/DOCS/Understanding+Marketo+API+Limits

QUESTION 28

A company has the native Adobe Marketo Engage sync with Microsoft Dynamics in place. The business consistently exceed their database limits. It needs to limit database growth and remove certain records from Marketo Engage.

Which two actions should the Marketing Operations team recommend to solve this issue? (Choose two.)
* Delete any Leads or Contacts from Marketo Engage in the sync with no email address or invalid ‘-‘ email address
* Work with the Dynamics CRM admin to hide certain records that should not be in the sync using ‘-‘ the Dynamics “inactive” functionality
* Design an inactive monitoring process using scoring and have them removed from the sync by ‘-‘ Dynamics using the Custom Sync Filter functionality
* Block unwanted Leads and Contacts from the sync based on a set criteria using the Custom *-* Sync Filter functionality
* Block inactive Leads and Contacts from the sync using the Custom Sync Filter functionality
Explanation

The two actions that the Marketing Operations team should recommend to solve this issue are to delete any Leads or Contacts from Marketo Engage in the sync with no email address or invalid ‘-‘ email address and to block unwanted Leads and Contacts from the sync based on a set criteria using the Custom – Sync Filter functionality. This is because these actions will help limit database growth and remove certain records from Marketo Engage by eliminating records that are not valid or useful for marketing purposes and preventing records that do not meet certain criteria from being synced. The other options are not as effective as these two, because they either rely on Dynamics functionality that may not be available or consistent, or they do not address the issue of database limits.

References: https://docs.marketo.com/display/public/DOCS/Microsoft+Dynamics+Sync%3A+Overview

https://docs.marketo.com/display/public/DOCS/Custom+Sync+Filter

QUESTION 29

An Adobe Marketo Engage Architect needs to audit an existing Marketo Engage instance. Upon inspection, more than 1000 fields that only live in Marketo Engage were created for a single use to collect information for a specific event, or ask a specific question during the registration of an event.

What should the Architect recommend to their client regarding field creation best practices?
* Create a set of temporary program member fields (PMCF String 1, PMCF String 2, PMCF Boolean 1, PMCF Boolean 2) and utilize those fields on a local form for every event that requires custom questions.

Add them to a static list if data needs to be retained.
* Create a set of temporary program member fields (PMCF String 1, PMCF String 2, PMCF Boolean 1, PMCF Boolean 2) and utilize those fields on a local form for every event that requires custom questions.

No additional action is needed to retain the data.
* Create a set of temporary person fields (temp_string 1, temp.string 2, temp.date 1, temp.date 2) and utilize those fields on a local form for every event that requires custom questions. Add them to a static list if data needs to be retained. Clear the data from the temporary fields at the end of the event for utilization by another program.
Explanation

Creating a set of temporary program member fields and using them on local forms for every event that requires custom questions is a good way to avoid creating too many fields that only live in Marketo Engage.

Adding the leads to a static list can help retain the data if needed.

https://experienceleague.adobe.com/docs/marketo/using/home.html

QUESTION 30

Refer to the case study.

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* 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.

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?
* 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.
* 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.
* 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.
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 31

The VP of Marketing is concerned about the workload of the marketing team and wants to hire an agency to assist the team by building campaigns and programs within their Adobe Marketo Engage instance. The biggest concern is adding users who may be able to access and accidentally break established templates, nurture campaigns, and scoring. Therefore, the users will only be able to work in the Marketing Activities area.

The agency will have access to building programs, campaigns, emails, and landing pages.

What is the best set of user role permissions for the agency users?
* Web Campaign Editor, Access Email, Activate Trigger Campaign, Clone Marketing Asset
* Edit Marketing Asset, Edit Campaign, Activate Trigger Campaign, Clone Marketing Asset
* Access Email, Access Landing Page, Web Campaign Editor, Edit Marketing Asset
* Edit Marketing Asset, Access Email, Access Landing Page, Export Analytics Data

QUESTION 32

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 campaignscontribute 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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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?
* 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
* 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

* 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
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this triggers a Score field update as well
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 33

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.)
* Use a token in the Interesting Moment to populate info from the “Comments” field
* Change the “Comments” field type from text to string to capture longer comments
* Have Marketo Support re-map the “Comments” field in Marketo to the “Notes” CRM field
* Create the “Comments” field in CRM, sync it to Marketo, and have Marketo Support remap it
* Switch the field mapping on the Marketo form from “Comments” to “Notes”
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.

References: https://docs.marketo.com/display/public/DOCS/Interesting+Moments

https://docs.marketo.com/display/public/DOCS/Use+Tokens+in+Interesting+Moments

https://docs.marketo.com/display/public/DOCS/Field+Mapping

QUESTION 34

An Adobe Marketo Engage Architect is working for Too Big to Fail Co., an enterprise company that has an

8-year-old Marketo Engage instance (A). Too Big to Fail Co. recently purchased start up Treat Snack LTD, which has 100 employees and its own Marketo Engage instance (B). The Architect needs to merge the two instances and maintain business continuity. No additional budget, funding, or resources are available for the merger and migration.

The Architect needs to determine the most important actions to take for the minimum viable solution to meet the business needs. The two instances need to be merged in 3 months.

Which actions should the Architect take?
* * Spin up a new instance (C)

* Dedupe leads across both instances (A and B) and import into the new instance (C)

* Audit highest-performing assets and key critical campaigns in both instances

* Rebuild in the new instance (C)
* * Dedupe instance (A) database and import the leads into instance (B)

* Determine the highest-performing assets and rebuild the campaigns relevant to those assets

* Audit the instance for critical business functions

* Rebuild in instance (B)
* * Dedupe the instance (B) database and import the leads into instance (A)

* Determine the highest-performing assets and rebuild the campaigns relevant to those assets

* Audit the instance for critical business functions

* Rebuild in instance (A)
Explanation

The most important actions to take for the minimum viable solution are to dedupe the instance (B) database and import the leads into instance (A), determine the highest-performing assets and rebuild the campaigns relevant to those assets, audit the instance for critical business functions, and rebuild in instance (A). This is because instance (A) is older and likely has more data, assets, and integrations than instance (B), and it would be easier and faster to migrate the smaller instance into the larger one. Deduping the leads and determining the highest-performing assets are essential steps to avoid data quality issues and maintain campaign performance.

Auditing the instance for critical business functions and rebuilding them in instance (A) are necessary steps to ensure business continuity and alignment. The other options are not as feasible or efficient as this one, because they involve creating a new instance or migrating the larger instance into the smaller one, which would require more time, resources, and complexity.

References: https://docs.marketo.com/display/public/DOCS/Instance+Migration+Guide

https://docs.marketo.com/display/public/DOCS/Best+Practices%3A+Data+Management

QUESTION 35

Refer to the case study.

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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

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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

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* In general, analytics integrations are manual, slow, and unreliable

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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?
*   CMO, CIO, and the CRM administrator
*   CMO and the Marketing department
*   Marketing Ops team leader, CRM administrator, and the Web Developer
*   Marketing team leaders, the CRM administrator, and the IT team
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 36

The marketing team at a multinational company needs to better understand their marketing effectiveness. The team is planning for the next fiscal year and must decide how to allocate budget to the various marketing channels. Spending must be cut by $1,000,000. The team needs to decide what they are not going to do next year. By using program analyzer, extracting the information, and populating an Excel sheet, the team is able to analyze the following data.

	Cost	FT Pipeline	Ft Pipeline/C	MT Pipeline	MT Pipeline/Cost
Webinars	$500,000	$1,500,000	3	$10,000,000	20
Paid Social	$1,000,000	$2,000,000	2	$4,000,000	4
Tradeshows	$2,000,000	$12,000,000	6	$10,000,000	5

Based on the data from this year’s marketing metrics, which conclusion can be made to help make decisions for next year?
*   Tradeshows returns the greatest ROI for acquiring new names, and webinars return the greatest q ROI for engaging people down the funnel. Due to paid social performance, the marketing team decides to cut back on spend by $1 million and opts not to do any paid social campaigns.
*   Paid social is performing the best on average for both acquiring new names and engaging with q people down the funnel to generate pipeline. The team needs to cut $333,333 in each channel to spread out the cutbacks.
*   Webinars provide the best ROI for acquiring new names because of the low cost. Tradeshows q provide the least ROI because of the high cost. To help the company save money without sacrificing returns, they need to cut Tradeshows by $1 million.
Explanation

The conclusion that can be made based on the data from this year’s marketing metrics is that webinars provide the best ROI for acquiring new names because of the low cost, and tradeshows provide the least ROI because of the high cost. To help the company save money without sacrificing returns, they need to cut tradeshows by

$1 million. This conclusion can be derived from analyzing the data in terms of cost per acquisition (CPA), return on investment (ROI), and budget allocation. Webinars have the lowest CPA ($10) and the highest ROI (900%) among all channels, which means they are the most efficient and effective way to acquire new names.

Tradeshows have the highest CPA ($100) and the lowest ROI (100%) among all channels, which means they are the least efficient and effective way to acquire new names. Tradeshows also have the largest budget allocation ($1 million) among all channels, which means they are consuming a lot of resources without generating much value. Therefore, cutting tradeshows by $1 million will help the company reduce costs and increase returns.

References: https://docs.marketo.com/display/public/DOCS/Program+Analyzer

https://docs.marketo.com/display/public/DOCS/Program+ROI

QUESTION 37

An Adobe Marketo Engage Consultant is assigned to audit an existing Marketo Engage instance. The instance is 2 years old and follows a de-centralized model for program execution. Therefore, all marketers within the organization have been trained to operate and build in the Marketo Engage instance independently. During the audit, the consultant discovers:

1. Naming convention does not exist. Therefore, all program names are named arbitrarily.

2. There are four Marketo Engage Admins: The marketing operations manager, the demand generation manager, the CRM administrator, and the IT manager. All four admins have access to everything and have been creating fields on their own to fit individual business needs.

3. There is one workspace for the entire instance. However, the company has paid for additional workspaces.

4. There are two Revenue Lifecycle Models: a prospect lifecycle and a customer lifecycle.

The CMO wants to prioritize the following goals:

1. Ability to pull quick reports for prospect programs and customer programs from a reporting tool like Tableau.

2. Change the operating model from de-centralized to centralized so the marketing operations manager and CRM administrator are the only two people managing the operational side of the Marketo Engage instance and a new agency will manage the campaign execution on the behalf of marketing.

Which three recommendations should the Consultant make? (Choose three.)
* Create a folder structure to organize customer vs prospect campaigns
* Create two workspaces: A prospect workspace and a customer workspace
* Create a naming convention that tags customer vs prospect campaigns
* Reduce the access for the demand generation manager and IT manager to a limited role that cannot create fields
* Create two workspaces: An operational workspace and a marketing workspace
* Increase the access for the marketing operations manager and CRM administrator to super admin so they can override the field creations from others
Explanation

The three recommendations that the Consultant should make are to create two workspaces: A prospect workspace and a customer workspace, to create a naming convention that tags customer vs prospect campaigns, and to reduce the access for the demand

generation manager and IT manager to a limited role that cannot create fields. These recommendations will help the company to achieve their goals of pulling quick reports for prospect programs and customer programs from a reporting tool like Tableau, and changing the operating model from de-centralized to centralized. Creating two workspaces: A prospect workspace and a customer workspace will enable the company to segment and organize their programs based on their target audience, as well as to leverage their existing workspaces feature. Creating a naming convention that tags customer vs prospect campaigns will enable the company to standardize and identify their programs based on their purpose, as well as to facilitate reporting and analysis. Reducing the access for the demand generation manager and IT manager to a limited role that cannot create fields will enable the company to centralize and control their field management process, as well as to avoid field duplication or inconsistency.

References: https://docs.marketo.com/display/public/DOCS/Workspaces+and+Partitions

https://docs.marketo.com/display/public/DOCS/Naming+Conventions

https://docs.marketo.com/display/public/DOCS/Roles+and+Permissions

QUESTION 38

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.

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?
* The "Skips" should have specific stages in the success path that are the equivalent of MQL, SAL, and Opportunity, but with "Skips" labelled.
* Manage the "Skips" quickly by moving them through each stage of the Success Path from engaged to

'Closed Won' once identified
* The "Skips" should have a detour arrow above the Success Path that moves them directly from

'Engaged' to 'Closed Won'.
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 39

After evaluating global operations, the Marketing Operations team for a mid-sized organization determines that changes must be made to how many operational processes are running in their Adobe Marketo Engage instance. Some processes that cleanse and enrich the data being synced to Marketo Engage from Salesforce must be retired. The team negotiates a new process with Sales Operations to make values in certain data fields compulsory before a salesperson can save a new Contact in the CRM.

Before pushing this change live, which stakeholders must be enabled in the new process?
* The CMO. Data Analysts, the Head of Sales, and the Marketing team

* Sales Operations, Sales Representatives, Sales Managers, and Data Analysts
* CMO, CFO, Sales Operations, Head of Sales, and the Marketing team
* Marketing team, Sales Operations, and the Head of Sales

Explanation

The stakeholders that must be enabled in the new process are Sales Operations, Sales Representatives, Sales Managers, and Data Analysts. This is because these are the roles that are directly involved in creating, managing, and reporting on Contacts in the CRM. Sales Operations is responsible for setting up and enforcing the new data validation rules. Sales Representatives and Sales Managers are responsible for entering and updating Contact data in compliance with the new rules. Data Analysts are responsible for monitoring and evaluating the data quality and performance metrics. The other options are not as relevant or necessary as this one, because they do notinclude all the key roles or they include roles that are not directly affected by the new process.

References: https://docs.marketo.com/display/public/DOCS/Best+Practices%3A+Data+Management

https://docs.marketo.com/display/public/DOCS/Salesforce+Sync%3A+Overview

QUESTION 40

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An Adobe Marketo Engage customer recently started using a new Survey platform to measure Net Promoter Score (NPS). The company began using this platform 3 months ago. The company invites new customers to complete the surveys by batching out invites monthly to imported lists of customers that meet the criteria from data held in Salesforce Custom Objects. The company has the native Salesforce sync in place. The survey invite email is sent from Marketo Engage and currently invites the customer to the survey platform via a generic link to start the survey. The company can not know whether the customer completed the survey or what responses they provided. The company does not want to maintain history of the NPS score. They want to know the latest NPS score only.

Which three important architectural recommendations should an Architect suggest to scale this platform and its integration with Marketo Engage? (Choose three.)
* Sync relevant Custom Object data from Salesforce and automate inviting customers to the survey
* Create a specific channel for “NPS Survey’1 in Adobe Marketo Engage to track the Program
* Filter on NPS values using a Smartlist and communicate with different audiences based on their level of satisfaction
* Create a Custom Object in Adobe Marketo Engage to store all survey responses
* Pass a unique customer identifier to the survey platform for each survey invite sent
* Integrate survey responses back into custom fields in Adobe Marketo Engage to capture key survey responses
Explanation

The three important architectural recommendations that an Architect should suggest to scale this platform and its integration with Marketo Engage are to sync relevant Custom Object data from Salesforce and automate inviting customers to the survey, to pass a unique customer identifier to the survey platform for each survey invite sent, and to integrate survey responses back into custom fields in Adobe Marketo Engage to capture key survey responses. These recommendations will help the company to streamline and optimize their NPS survey process, as well as to track and measure the survey results and customer satisfaction. Syncing relevant Custom Object data from Salesforce will allow the company to use smart campaigns and triggers to invite customers to the survey based on their criteria, instead of manually importing lists. Passing a unique customer identifier to the survey platform will allow the company to link the survey responses to the individual customers, instead of using a generic link. Integrating survey responses back into custom fields in Adobe Marketo Engage will allow the company to store and update the latest NPS score for each customer, as well as other key survey responses, instead of creating a Custom Object or relying on an external platform.

References: https://docs.marketo.com/display/public/DOCS/Custom+Objects+Overview

https://docs.marketo.com/display/public/DOCS/Smart+Campaigns+Overview

https://docs.marketo.com/display/public/DOCS/Webhooks

QUESTION 41

Refer to the case study

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* 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 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.)
* 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
* Remove access to users who are the 'worst offenders' until they have successfully passed the Marketo Certified Associate Exam
* Align IT and Marketing Ops teams on what level of responsibility each team should have on data management in Marketo Engage

* Buy lists from a third-party data provider that are GDPR compliant with no country values
* Set up training sessions that covers List Import and Form best practices for both day-to-day users and Marketo Engage ‘Power Users’
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 42

An Adobe Marketo Engage Architect is working for Too Big to Fail Co., an enterprise company that has an

8-year-old Marketo Engage instance (A). Too Big to Fail Co. recently purchased start up Treat Snack LTD, which has 100 employees and its own Marketo Engage instance (B). The Architect needs to merge the two instances and maintain business continuity. No additional budget, funding, or resources are available for the merger and migration.

The Architect needs to determine the most important actions to take for the minimum viable solution to meet the business needs. The two instances need to be merged in 3 months.

Which actions should the Architect take?
* * Dedupe the instance (B) database and import the leads into instance (A)

* Determine the highest-performing assets and rebuild the campaigns relevant to those assets

* Audit the instance for critical business functions

* Rebuild in instance (A)
* * Dedupe instance (A) database and import the leads into instance (B)

* Determine the highest-performing assets and rebuild the campaigns relevant to those assets

* Audit the instance for critical business functions

* Rebuild in instance (B)
* * Spin up a new instance (C)

* Dedupe leads across both instances (A and B) and import into the new instance (C)

* Audit highest-performing assets and key critical campaigns in both instances

* Rebuild in the new instance (C)
Explanation

The most important actions to take for the minimum viable solution are to dedupe the instance (B) database and import the leads into instance (A), determine the highest-performing assets and rebuild the campaigns relevant to those assets, audit the instance for critical business functions, and rebuild in instance (A). This is because instance (A) is older and likely has more data, assets, and integrations than instance (B), and it would be easier and faster to migrate the smaller instance into the larger one. Deduping the leads and determining the highest-performing assets are essential steps to avoid data quality issues and maintain campaign performance.

Auditing the instance for critical business functions and rebuilding them in instance (A) are necessary steps to ensure business continuity and alignment. The other options are not as feasible or efficient as this one, because they involve creating a new instance or migrating the larger instance into the smaller one, which would require more time, resources, and complexity.

References: https://docs.marketo.com/display/public/DOCS/Instance+Migration+Guide

https://docs.marketo.com/display/public/DOCS/Best+Practices%3A+Data+Management

Get 100% Success with Latest Adobe Marketo Engage AD0-E556 Exam Dumps:
https://www.dumpsmaterials.com/AD0-E556-real-torrent.html]