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QUESTIONS & ANSWERS
DEMO VERSION
(LIMITED CONTENT)

Question 1

A marketer is adding multiple flow steps in a Smart Campaign.

How would the marketer make sure the flow steps are executed in the correct order?

Options:
A- The Adobe Marketo Engage automation process will make sure to execute the correct order.
B- Reorder the flow steps to ensure they are in the right sequence.
C- Flow steps need to be added in the correct order from the beginning as the order cannot be chabged

Answer:
B

Explanation:
One of the key features of Smart Campaigns is theflow, which is a sequence offlow stepsthat tell Marketo Engage what you want to have happen to a group of people that qualify1.You can add multiple flow steps to a Smart Campaign and reorder them to ensure they are in the right sequence2.

Therefore, the correct answer to your question isB. Reorder the flow steps to ensure they are in the right sequence.Flow steps are executed in the order in which they are listed1.You can use the Flow tab in your Smart Campaign to drag and drop the flow steps to where you want them2.

Question 2

Question Type: MultipleChoice

Which form feature would a marketing manager use to control a group of fields together on an Adobe Marketo Engage form?

Options:
A- FieldGroup

B- Visibility Rules

C- FieldSet

Answer:

C

Explanation:

AFieldSetis a group of fields that you can control as a whole.You can use FieldSets to organize your form layout, group related fields together, and dynamically hide or show the entire fieldset depending on another field1.For example, you can use a FieldSet to collect an address field and a payment method field in one place2.

To add a FieldSet to a form, you can follow these steps1:

Go to Marketing Activities.

Select your form and click Edit Form.

Click the + sign and select Fieldset.

Select the fieldset and enter a Label.

Drag the fields you want into the fieldset.

Question 3

Question Type: MultipleChoice

How would a marketing manager modify the URL of an Adobe Marketo Engage landing page?

Options:

A- Landing Page Actions > URL Tools > URL Builder

B- Edit Draft > Edit Landing Page > Edit URL Settings

C- Landing Page Actions > URL Tools > Edit URL Settings

Answer:

C

A landing page is a web page that you create and host in Marketo Engage that allows you to capture information from visitors, such as their name, email address, or company name1.

A landing page URL is the web address that visitors use to access your landing page.By default, Marketo Engage generates a landing page URL based on the name of your landing page and the domain of your Marketo Engage instance2.

However, you can modify the landing page URL to make it more SEO friendly, descriptive, or consistent with your branding2.

To modify the landing page URL, you need to follow these steps23:

Go to Marketing Activities and select your program that contains the landing page you want to modify.

Select the landing page and click Landing Page Actions.

Click URL Tools and then click Edit URL Settings.

In the Edit URL Settings dialog box, you can change the following options:

Page Name: This is the part of the URL that comes after the domain name and the slash. You can enter any alphanumeric characters, hyphens, or underscores. Avoid using spaces or special characters.

Domain Name: This is the part of the URL that identifies your Marketo Engage instance. You can choose from the available domains that you have configured in your Admin settings. If you have a custom domain, you can also use it here.

SSL: This is the option to enable or disable secure HTTPS protocol for your landing page. If you enable SSL, your landing page URL will start with https:// instead of http://. This can improve the security and trustworthiness of your landing page. However, you need to have a valid SSL certificate for your domain to use this option.

Click Save to apply your changes to the landing page URL.

Question 4

Question Type: MultipleChoice

In an Email Program, which two setup steps are required for an email to be sent? (Choose two.)

Options:

A- The email asset must be approved.

B- Head Start must be enabled.

C- The Email Program must be approved.

D- The A/B test must be set up.

Answer:

A, C

Explanation:

To send an email using an Email Program in Marketo, you need to follow these steps:

Create an Email Program by selecting the Email Program type and the Email Send channel.You can use a Master Program Template (MPT) to save time and maintain consistency12

Create or select an email asset that you want to send. You can use an existing email template or create a new one.You can also personalize your email using tokens, dynamic content, and snippets3

Approve the email asset by clicking the green checkmark icon next to the email name.This will make the email available for use in the Email Program3

Go to the Audience tab of the Email Program and select the recipients of your email. You can use smart lists, static lists, or segments to define your audience. You can also exclude people from receiving your email by using suppression lists.

Go to the Schedule tab of the Email Program and choose the date and time when you want to send your email. You can also enable Head Start, which will pre-process your email up to 12 hours before the scheduled send time, to improve the deliverability and performance of your email. However, Head Start is not a mandatory step for sending an email.

If you want to test different versions of your email to see which one performs better, you can set up an A/B test in the Email Program. You can test different aspects of your email, such as subject line, sender name, content, or delivery time. You can also choose the winner criteria, the test duration, and the test sample size. However, A/B testing is not a mandatory step for sending an email.

Approve the Email Program by clicking the green checkmark icon next to the program name. This will activate the Email Program and send your email according to your schedule and settings.

Question 5

Question Type: MultipleChoice

A marketing manager builds a Smart Campaign with the following Smart List:

What would a person need to do in order to qualify for this Smart Campaign?

Options:

A- Click a link in the email OR fill out the form
B- Click a link in the email THEN fill out the form
C- Click a link in the email AND fill out the form

Answer:

C

Explanation:

The Smart Campaign you provided has two filters applied:

Clicks Link in Email:This filter ensures the lead clicked a link in a specific email (based on the 'Email' field value).

Fills Out Form:This filter ensures the lead filled out a specific form (based on the 'Form Name' field value).

Since both filters are connected with AND, a lead needs to meet both criteria to qualify for the Smart Campaign. They need to click the link in the email and fill out the form.

Question 6

Question Type: MultipleChoice

In the Email Editor, how would a marketer send an email for preview prior to launch?

Options:

A- Campaign Settings > Preview
B- Email Actions > Send Sample
C- Email Settings > Send Test

Answer:

B

Explanation:

To send an email for preview prior to launch, a marketer can use the Email Actions menu in the Email Editor and select the Send Sample option. This will open a dialog box where the marketer can enter one or more email addresses to receive the sample email, as well as choose the lead to use for personalization tokens. The marketer can also select the email client to use for rendering the email, such as Outlook, Gmail, or mobile devices.After clicking Send, the marketer will receive a confirmation message and can check the inbox of the recipients to see how the email looks before launching the campaign.Reference:

https://www.nutshell.com/blog/complete-guide-to-writing-marketing-emails

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