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QUESTIONS & ANSWERS
DEMO VERSION
(LIMITED CONTENT)

Question 1

A marketer would like lo set a person to Email Invalid if they have three soft bounces within the last 90 days. They would like this to happen automatically and instantaneously after the third soft bounce.

What would the smart list section of their data management smart campaign look like?

A)

B)

C)

Options:

A- Option A
B- Option B
C- Option C

Answer:

C

Explanation:

Option C is the correct smart list section for their data management smart campaign. This option uses the Visits Web Page trigger with the Min. Number of Times constraint set to 3 and the Date of Activity constraint set to in past 90 days. This will ensure that only people who have visited any web page at least three times within the last 90 days will qualify for the campaign. Option A uses filters instead of triggers, which means that it will not run automatically and instantaneously.Option B uses an incorrect filter logic, which means that it will not require three web page visits within 90 days

Question 2

Rocky is in the process of sending an email from Adobe Marketo Engage for the first time.

What two QA (quality assurance checks) would he perform on the email before it is launched? (Choose two.)

Question 3

Question Type: MultipleChoice

Garrin is building a smart campaign with the goal of sending an automated alert to sales when a person fills out a form and clicks a link in an email. He wants the automated email to only be sent out if that person is not unsubscribed and is located in the United States or Canad

a. To solve for this, Garrin built this smart list:

Given the smart list logic, did Garrin set the campaign up correctly to achieve his desired results?

Options:

A- Yes. The campaign will fire if a person fills out a form and clicks a link in an email.

B- No. The campaign will fire If a person fills out a form or clicks a link In an email.

C- No. Since the smart list has triggers and filters, it will only apply the trigger criteria.

Answer:

B

Explanation:

Garrin did not set up the campaign correctly to achieve his desired results. The campaign will fire if a person fills out a form or clicks a link in an email, not both. This is because he used an ''or'' filter logic for his triggers, which means that any one of them will qualify a person for the campaign.To make sure that a person fills out a form and clicks a link in an email, he should use an ''and'' filter logic instead

Question 4

Question Type: MultipleChoice

An Adobe Marketo Engage user is setting up an event program, so she is creating a landing page with a registration form. She wants existing customers and new leads to land on a different thank you page after submitting the form, so she adds the field 'Is Customer' as a hidden field to the form.

Why is this field required on the form?

Options:

A- So she can alert the Sales Owner of the registrant about their interest.

B- So she can use It as a choice with the Thank You Page in Form Settings

C- So she can use it in a Smart Campaign to follow-up the registration.

Answer:

B

Explanation:

The field 'Is Customer' is required on the form so she can use it as a choice with the Thank You Page in Form Settings. This will allow her to redirect existing customers and new leads to different thank you pages based on the value of the field.The field is not needed to alert the Sales Owner or to use it in a Smart Campaign, as those actions can be done based on other criteria.

Question 5

Sally has built a webinar program, which she is due to launch in a few days. She has started to QA (quality assurance check) the program to ensure that the {{member.webinar url}} token is working correctly.

In what two ways can Sally test the confirmation email? (Choose two.)

Options:

A- Preview the Confirmation Email, send herself a sample, and click on the Join Webinar' CTA on D the Confirmation Email she receives in her mbox.

B- View Approved Registration Landing Page, complete the registration form, and click on the 'Join Webinar' CTA on the Confirmation Email she receives in her Inbox.

C- Preview the Confirmation Email and view by 'Person', send herself a sample, and click on the 'Join Webinar' CTA on the Confirmation Email she receives in her Inbox.

D- Click the Register Now' CTA on the invite email, complete the registration form, and click eft the Join Webinar' CTA on the Confirmation Email she receives in her inbox.

Answer:

B, D

Explanation:

Two ways that Sally can test the confirmation email are to view the approved registration landing page, complete the registration form, and click on the 'Join Webinar' CTA on the confirmation email she receives in her inbox and to click the 'Register Now' CTA on the invite email, complete the registration form, and click on the 'Join Webinar' CTA on the confirmation email she receives in her inbox. These methods will allow Sally to test the confirmation email as a real person who registers for the webinar and verify that the {{member.webinar url}} token is working correctly.Previewing the confirmation email or sending herself a sample will not show the actual webinar URL for the token, as it depends on the person's membership in the webinar program.

Question 6

The Acme Case Study program contains the following assets and campaigns:

The A - Downloaded smart campaign contains the following trigger:

The A - Downloaded smart campaign contains the following flow steps:

A new person fills out the Content Form, which is embedded on the website. How will the acquisition program be captured for the person?

Options:

A- The Change Program Status flow step sets program membership and thus sets It as the acquisition program.

B- The program contains no mechanism to set the acquisition program for the person.

C- The Content Form is local to this program, so the program is automatically set as the acquisition program.

Answer:

C

Explanation:

The acquisition program will be captured for the person automatically because the Content Form is local to this program. This is because Adobe Marketo Engage automatically sets the acquisition program for a person when they fill out a form that is local to a program for the first time. The Change Program Status flow step does not set program membership or acquisition program, but only changes the status of an existing member.The program does not contain any other mechanism to set the acquisition program for the person.

Question 7

Question Type: MultipleChoice

An Adobe Marketo Engage Expert would like to create a lead scoring model to help sales focus on the most promising leads.

What is a best practice when creating a scoring model?

Options:

A- Ask the marketing team to provide the characteristics they think should be included.

B- Look at previous wins or gather sales feedback to identify shared characteristics of the people that became customers.

C- Import a best practice lead scoring program template from the Adobe Marketo Engage program library.

Answer:

B

Explanation:

A best practice when creating a scoring model is to look at previous wins or gather sales feedback to identify shared characteristics of the people that became customers. This will help the marketer understand which behaviors and attributes are most indicative of sales readiness and assign appropriate scores accordingly.Asking the marketing team or importing a template may not reflect the unique needs and goals of the business.

Question 8

Question Type: MultipleChoice

Aya has finished building a webinar program in Adobe Marketo Engage and connected it to a Launchpoint partner. Webinar registration is being handled by an Adobe Marketo Engage landing page. During the quality assurance process, she visited the landing page and registered for the webinar for the first time, however, a confirmation email was not sent.

What are two places to troubleshoot? (Choose two.)

Options:

A- Check to see if the confirmation email has the correct {{memberwebinar uri token.

B- Check to see if the smart campaign is set to run every time or run once.

C- Check to see if the smart campaign handling the registration has any members.

D- Check to see if the person is a member of the Adobe Marketo Engage webinar program and set to the registered status.

B, C

Two places to troubleshoot are to check to see if the smart campaign handling the registration has any members and to check to see if the person is a member of the Adobe Marketo Engage webinar program and set to the registered status. These checks will help Aya determine if there is any issue with her smart campaign logic or her program membership settings that prevented her from receiving the confirmation email.Checking if the confirmation email has the correct token or if the smart campaign is set to run every time or run once will not help Aya troubleshoot this issue, as they do not affect whether she receives the confirmation email or not.

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