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Adobe

AD0-E560

Adobe Marketo Engage Architect Master



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Product Version

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Latest Version: 6.0

Question: 1

When establishing project scope, which element should be defined first?

Response:

- A. Campaign budget
- B. Success metrics
- C. Team responsibilities
- D. Technology stack

Answer: B

Question: 2

A new sales team struggles with understanding lead scoring in Marketo. What enablement approach should you recommend?

Response:

- A. Conduct a focused workshop on lead scoring basics
- B. Provide pre-recorded tutorials on campaign creation
- C. Schedule a Q&A session about reporting features
- D. Assign mentors to guide them through email workflows

Answer: A

Question: 3

During an audit, it's found that workflows are causing system delays. What should be your first step?

Response:

- A. Increase database capacity
- B. Optimize existing workflows
- C. Train the team on workflow creation
- D. Remove low-priority workflows

Answer: B

Question: 4

Your Marketo project involves integrating a CRM. Which stakeholders should be included in the integration process?

Response:

- A. CRM Administrator and IT Team Lead
- B. Sales Manager and Data Analyst
- C. Marketing Specialist and Content Creator
- D. Campaign Manager and Customer Support Agent

Answer: A

Question: 5

What is the primary purpose of a lifecycle model in Marketo?

Response:

- A. To automate email campaigns
- B. To manage lead progression through predefined stages
- C. To enhance deliverability of marketing emails
- D. To create customer satisfaction surveys

Answer: B

Question: 6

Who is typically responsible for approving the overall scope of a Marketo Engage project?

Response:

- A. Marketing Manager
- B. Project Sponsor
- C. IT Administrator
- D. Campaign Specialist

Answer: B

Question: 7

How can you scale a Marketo Engage instance for global campaigns?

Response:

- A. Create separate workspaces for each region
- B. Use Smart Lists for all segmentations
- C. Avoid using dynamic content
- D. Consolidate all campaigns into a single workspace

Answer: A

Question: 8

What should be the first step when defining project boundaries?

Response:

- A. Analyze the lead scoring model
- B. Review the campaign execution process
- C. Conduct stakeholder interviews
- D. Document the reporting structure

Answer: C

Question: 9

Which of the following is most critical to prioritize during a system audit?

Response:

- A. Removing inactive campaigns
- B. Fixing data governance issues
- C. Renaming program folders
- D. Updating campaign templates

Answer: B

Question: 10

What is the impact of negative scoring in lead scoring models?

Response:

- A. Improves lead qualification accuracy
- B. Automatically removes unqualified leads
- C. Prioritizes leads with higher scores
- D. Speeds up sales follow-up processes

Answer: A

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