Adobe
AD0-E560
Adobe Marketo Engage Architect Master

Questions&AnswersPDF

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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

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