Adobe

AD0-E556
Adobe Marketo Engage Architect

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Question: 1

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?

A. Create a daily re-occurring batch that standardizes "Country" into clean values
B. Change the ' Country" field from a text field to a string field to standardize the values
C. Advise the Data Science team to minimize their API query to reduce the consumption of the API limit
D. Advise the company to increase its API limits to solve the API issue

Answer: C

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

Question: 2

UNICORN FINTECH COMPANY PROFILE

Unicorn Fintech is a mobile-only financial-services startup 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, inhouse
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.
With help from the Adobe Marke to Engage Architects, Unicorn has an audit of their system and finds the following issues:
• Mass uploading spreadsheet data with mistakes and failure to check with Salesforce data caused a large number of Person records with the wrong Country field value in place. This reduces how many MQL
leads are being sent in a timely fashion to the right team in their CRM.
• Many fields in Marketo Engage must be hidden and field blocked. The fields are not currently being used in day-to-day Programs, Lists, or Assets.
• The current Webinar and Tradeshow Event Program templates are not optimized. They have too many steps for the actions captured, and do not use 'My Tokens' as effectively as they could.
Only one person is making these changes. There is no need for 'quick wins' In which order of importance should these issues be fixed?

A. Make Old Fields Hidden, Program Templates, Country Data
B. Country Data, Make Old Fields Hidden, Program Templates
C. Country Data, Program Templates, Make Old Fields Hidden

Answer: B

Explanation:
The order of importance for fixing these issues should be based on the impact they have on the lead generation and management process. The Country Data issue is the most urgent, because it affects the lead routing and qualification process, and may result in lost or delayed opportunities. The Make Old Fields Hidden issue is the next important, because it affects the data quality and security, and may cause confusion or errors in the future. The Program Templates issue is the least important, because it affects the efficiency and consistency of the campaign execution, but not the core functionality or performance.
Reference: https://docs.marketo.com/display/public/DOCS/Best+Practices%3A+Data+Management
https://docs.marketo.com/display/public/DOCS/Best+Practices%3A+Program+Templates

Question: 3

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?

A.
• 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)
B.
• 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)
C.
• 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)

Answer: 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.
Reference: https://docs.marketo.com/display/public/DOCS/Instance+Migration+Guide
https://docs.marketo.com/display/public/DOCS/Best+Practices%3A+Data+Management

Question: 4

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?

A. The CMO. Data Analysts, the Head of Sales, and the Marketing team
B. Sales Operations, Sales Representatives, Sales Managers, and Data Analysts
C. CMO, CFO, Sales Operations, Head of Sales, and the Marketing team
D. Marketing team, Sales Operations, and the Head of Sales

Answer: B

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 not include all the key roles or they include roles that are not directly affected by the new process.
Reference: https://docs.marketo.com/display/public/DOCS/Best+Practices%3A+Data+Management
https://docs.marketo.com/display/public/DOCS/Salesforce+Sync%3A+Overview

Question: 5

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?

A. Web Campaign Editor, Access Email, Activate Trigger Campaign, Clone Marketing Asset
B. Edit Marketing Asset, Edit Campaign, Activate Trigger Campaign, Clone Marketing Asset
C. Access Email, Access Landing Page, Web Campaign Editor, Edit Marketing Asset
D. Edit Marketing Asset, Access Email, Access Landing Page, Export Analytics Data

Answer: C