Adobe Marketo Engage Architect

Adobe AD0-E556

Version Demo

Total Demo Questions: 7

Total Premium Questions: 73

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Topic Break Down

Topic	No. of Questions
Topic 1, Business Analysis and Strategy	9
Topic 2, Architecture and Design	30
Topic 3, Implementation	16
Topic 4, Administration and Operations	18
Total	73

QUESTION NO: 1

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

E. Access Marketing Activities, Access Email, Access Landing Page, Edit Marketing Asset, Edit Campaign, Activate Trigger Campaign, Clone Marketing Asset

ANSWER: E

Explanation:

Access Marketing Activities, Access Email, Access Landing Page, Edit Marketing Asset, Edit Campaign, Activate Trigger Campaign, Clone Marketing Asset is the appropriate permission set because it grants the functional access needed for the agency's stated production work while avoiding unrelated areas such as Database, Analytics, Design Studio administration, and overall Admin access. Access to Marketing Activities establishes the relevant application area. Access Email and Access Landing Page allow the agency to work with those specific asset types, while Edit Marketing Asset supports creation and editing of marketing assets and programs. Edit Campaign permits configuration of Smart Campaigns, and Activate Trigger Campaign is needed when an approved trigger campaign must be put into operation. Clone Marketing Asset supports a safer production workflow by allowing agency users to start from approved assets rather than altering a source asset directly.

Role permissions determine what actions a user can perform; the organization should also assign the agency only to a dedicated workspace and partition containing the assets they are authorized to manage. This workspace design is the key control for keeping established nurture programs, scoring campaigns, and approved templates outside the agency's working area. Adobe documents role permission configuration in its user-role guidance and workspace-based access controls in its workspaces and partitions overview.

QUESTION NO: 2

A company has a Contact Us form that contains a text field called "Comments" where prospects describe their needs to provide sales with context for follow-up. When this form is completed, a Marketing Qualified Lead (MQL) is generated and sent to sales. The "Comments" field is a custom text field. Leads often write lengthy descriptions that exceed 140 characters. The "Comments" field is not synced to CRM. Another field called "Notes" is synced to CRM. This is also a text field. The "Notes" field is often used by Sales and is commonly overwritten by Sales. Both Sales and Marketing agree that the "Comments" field is important and want to give the prospect space to describe their needs.

An Adobe Marketo Engage Architect needs to set up an interesting moment that is triggered upon the Contact Us form fill that contains the "Comments" value to give Sales immediate context of the inquiry.

Which two actions must the Marketo Engage Architect take to fulfill this request? (Choose two.)

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A. Use a token in the Interesting Moment to populate info from the "Comments" field

B. Change the "Comments" field type from text to string to capture longer comments

C. Have Marketo Support re-map the "Comments" field in Marketo to the "Notes" CRM field

D. Create the "Comments" field in CRM, sync it to Marketo, and have Marketo Support remap it

E. Switch the field mapping on the Marketo form from "Comments" to "Notes"

ANSWER: A D

Explanation:

Use a token in the Interesting Moment to populate info from the "Comments" field so that the activity's description dynamically includes the prospect's actual inquiry. A lead token can resolve the value captured on the Contact Us form at the time the Interesting Moment is created, giving Sales meaningful context directly in Marketo Sales Insight rather than only a generic form-fill notification. This preserves the prospect's wording, including long-form details that explain the request.

Create the "Comments" field in CRM, sync it to Marketo, and have Marketo Support remap it so that the important custom field has its own dedicated CRM-backed destination. Marketo field mappings for custom CRM fields are established through Support, and a dedicated mapped Comments field allows the information used in the Interesting Moment to be available to Sales without placing it in the Sales-maintained Notes field. This design supports both immediate visibility through the Interesting Moment and durable access to the submitted context in the CRM record. Adobe's documentation describes configuring Interesting Moments and using tokens in their descriptions, as well as the process for mapping custom fields between Marketo Engage and CRM. See [Adobe: Interesting Moments overview]() and [Adobe: CRM field management]().

QUESTION NO: 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:

“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)” is the appropriate minimum viable approach. The established enterprise instance is the practical destination because it is likely to contain the organization's mature operational configuration, historical data, production integrations, governance model, and business processes. Moving the much smaller acquired-company database into that environment reduces the migration scope and protects continuity for the primary business.

Before import, the acquired database should be deduplicated and matched against the destination database using a defined person-identification strategy, typically email address where appropriate. This limits duplicate person records, preserves data quality, and helps prevent unintended communication or reporting issues. Given the three-month deadline and lack of additional resources, the architect should not attempt to recreate every legacy asset. Instead, identifying the acquired company's highest-value campaigns and auditing the functions essential to revenue operations, such as key integrations, lifecycle processing, routing, and compliance-related operational programs, focuses effort on what must work at launch. Those critical assets and functions can then be rebuilt and validated in the destination instance. Adobe's guidance on data-management practices and administration is available at Adobe Marketo Engage data-management best practices and Adobe Marketo Engage implementation guidance.

QUESTION NO: 4

A Sales team reports to Marketing that they receive false MQLs regularly. The Adobe Marketo Engage instance has three fields to track lead scores:

• "Total Score" is a sum of Behavior and Demographic Scores.

• A prospect gets graduated to MQL as soon as "Behavior Score" changes to 100 or greater and 'Demographic Score" must be at least 20.

• All "Demographic Score" smart campaigns are set up using "Person is Created" trigger with no filters.

The Marketo Engage Administrator audits the false MQLs and learns that most of them received a "Demographic Score" of +20 for being in a target "Job Title" and preferred "Country". Their "Demographic Scoring" was not completed. They received -10 for the "Industry" because these false MQLs are from Universities.

Which two sets of actions should the Architect take to stop sending the false MQLs to the Sales team? (Choose two.)

A. Use trigger "Not Score is Changed" on "Demographic Field"In the Flow steps, use "Change Score", "Remove from Flow", and "Change Data Value" forupdating "Demographic MQL Score" field

B. Use trigger "Score is Changed" on "Demographic Field"In the Flow steps, use "Wait", "Remove from Flow", and "Change Data Value" for updating"Demographic MQL Score" field

C. Create a Boolean field and Smart-Campaign called "Demographic MQL Score"Update the MQL Smart Campaign to use "Demographic MQL Score = True" as a filter and as atrigger

D. Use trigger "Score is Changed" on "Demographic Field"In the Flow steps, use "Change Score", "Remove from Flow", and "Change Data Value" forupdating "Demographic MQL Score" field

E. Create a Score field and Smart-Campaign called "Demographic MQL Score"Update the MQL Smart Campaign to use "Demographic MQL Score = True" as a filter and as atrigger

ANSWER: A C

Explanation:

The correct design is to use trigger "Not Score is Changed" on "Demographic Field" with flow actions that maintain the "Demographic MQL Score" field, and to create a Boolean field and Smart-Campaign called "Demographic MQL Score" that the MQL campaign uses for qualification. The underlying issue is a timing race: several demographic scoring campaigns are launched at person creation, and positive demographic changes can satisfy the MQL threshold before later demographic rules apply the disqualifying industry adjustment. A completion-oriented demographic-score process provides a controlled point at which the person can be evaluated only after the relevant demographic score activity has settled. The flow can then update the Boolean qualification indicator and remove the person from the applicable flow as needed to prevent premature processing. The MQL campaign should require "Demographic MQL Score = True" in addition to the behavioral and demographic thresholds. This separates score accumulation from the decision that demographic qualification is complete, so Sales receives only people whose complete demographic profile has been evaluated. Adobe describes scoring as the use of demographic and behavioral criteria to assess person quality, and Smart Campaigns provide the trigger, filter, and flow-action framework needed to orchestrate this logic. See Adobe Marketo Engage: The Basics of Scoring and Adobe Marketo Engage: Understanding Smart Campaigns.

QUESTION NO: 5

An Adobe Marketo Engage instance has six custom integrations: webinar registration, event attendance, data enrichment, customer surveys, product usage, and a data warehouse export. All integrations currently use one API-only user and one LaunchPoint Custom Service with broad permissions.

Which two changes should the Architect recommend to improve security and operational governance? (Choose two.)

A. Create separate LaunchPoint Custom Services and dedicated API-only users for integrations with distinct purposes or permission requirements.

B. Assign each API-only user a least-privilege role appropriate to its integration.

C. Continue using one shared Custom Service so that all integrations use the same client secret.

D. Give every API-only user full Admin access so integrations cannot fail because of permissions.

E. Use the same API-only user for integrations and interactive administrator logins.

ANSWER: A B

Explanation:

Create separate LaunchPoint Custom Services and dedicated API-only users for integrations with distinct purposes or permission requirements. Each Custom Service has its own client credentials and is associated with an API-only user. Separating the integrations limits the impact of a compromised client secret and permits independent credential rotation without disrupting every integration.

Assign each API-only user a least-privilege role appropriate to its integration. For example, a data warehouse export may require read access to lead data but should not receive permissions to modify people or marketing assets. A webinar integration may require only the specific lead and program-related access needed for its purpose. Shared broad credentials make it difficult to establish accountability and create an unnecessarily large security exposure.

QUESTION NO: 6

Refer to the case study.

UNICORN FINTECH COMPANY PROFILE

Unicorn Fintech is a mobile-only financial-servicesstartup 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, in-house 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.

A key revenue source for Unicorn is "skips". This source is made up of customers who initially engage with Unicorn, but then "skip" to receive services directly from a consortium bank. Unicorn wants to attribute this revenue from these customers to their campaigns. Unicorn IT has done the due diligence to be able to receive access to this data.

For Marketo's revenue attribution model and overall data architecture, in which location should this data be available to Marketo?

A. Stored directly on the Person record

B. Stored on the Salesforce Opportunity Object and synced to Marketo via the native sync

C. Stored on a Salesforce Custom Object and synced to Marketo via the native sync

D. Stored in a Marketo Custom Object

ANSWER: B

Explanation:

Stored on the Salesforce Opportunity Object and synced to Marketo via the native sync is correct because an Opportunity is the CRM record that represents a revenue-producing transaction and supplies the revenue context required for Marketo attribution. Unicorn's skip commissions should therefore be represented as opportunity revenue, with the appropriate amount, status, close date, and related account/contact relationships managed in Salesforce. Marketo's native Salesforce synchronization brings Opportunity records and their relevant fields into Marketo, allowing the platform to associate people and marketing program successes with revenue outcomes. This gives the organization a durable, auditable revenue record for both attribution reporting and its commission documentation requirements.

Using the standard Opportunity data model also supports a scalable integration boundary: consortium-bank conversion data can be loaded or integrated into Salesforce under governed CRM processes, then synchronized consistently to Marketo rather than relying on manual spreadsheets or campaign-specific data handling. Revenue Cycle Analytics and opportunity-based reporting are designed around this linkage between marketing engagement, people, and CRM opportunities. Adobe documents the Opportunity synchronization behavior in its Salesforce Opportunity Sync documentation and describes how Marketo measures marketing contribution through Revenue Cycle Analytics.

QUESTION NO: 7

A company implements Workspaces and Partitions for global regional marketing operations. They need to separate their Workspaces into North America, APAC, and EMEA regions as each region should not see the other region's marketing activities. They also have a Default Workspace. The Default Workspace has access to all Person Partitions. Each regional Workspace has access to their own regional Person Partition. The default dedupe key for the Unicorn Adobe Marketo Engage instance is email address.

A form that exists in the the North America workspace is filled out by a new person.

Which default behavior should be expected?

A. The new person will be created in the default Partition and immediately routed to the North O America Partition

B. The new person will be created in the North America Partition where the form exists

C. The new person will be created in the default Partition and should remain there as long as the North America workspace has access to the default Partition

ANSWER: B

Explanation:

The new person will be created in the North America Partition where the form exists. In Marketo Engage, a workspace controls access to its associated marketing assets, while person partitions control which person records users in that workspace can access. When an unknown visitor submits a form and Marketo creates a new person record, the record is assigned to the person partition associated with the workspace containing that form. Therefore, submission of the form housed in the North America workspace creates the person in the North America person partition by default.

The instance's email-address deduplication setting is relevant when Marketo evaluates whether the submitted email already belongs to an existing person record. Because the scenario specifies a new person, Marketo creates a record rather than matching and updating an existing one. The Default Workspace's broad access to all person partitions does not change the ownership partition selected for a new record created through a regional workspace asset. This partitioning behavior preserves the intended regional separation while allowing users with Default Workspace access to work across the organization's partitions. Adobe describes the relationship between workspaces, person partitions, and asset/person access in its Workspaces and Person Partitions documentation. Additional administration guidance is available in the Adobe Marketo Engage Workspaces and Person Partitions guide.