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Question 1

Rishi has identified a particular person that Adobe Marketo Engage consistently and repeatedly excludes from email sends. This issue persists even when the person qualifies for the smart list, even when Rishi marks the email operational, and even when Rishi turns off communication limits.

What are two fields on the persons record that have the power to prevent email sends to this extent? (Choose two.)

Options:

A- Unsubscribed

B- Marketing Suspended

C- Email Address

D- Email Invalid

Answer:

A, D

Explanation:

Two fields on the person's record that have the power to prevent email sends to this extent are Unsubscribed and Email Invalid. Unsubscribed is a field that indicates whether a person has opted out of receiving marketing emails. If this field is set to True, Marketo Engage will not send any non-operational emails to that person. Email Invalid is a field that indicates whether a person's email address is valid or not. If this field is set to True, Marketo Engage will not send any emails (operational or non-operational) to that person.Marketing Suspended and Email Address do not have the same effect as Unsubscribed and Email Invalid.

Question 2

Question Type: MultipleChoice

An analyst notices that a particular program does not appear in any revenue cycle explorer, program or opportunity analyzer reports.
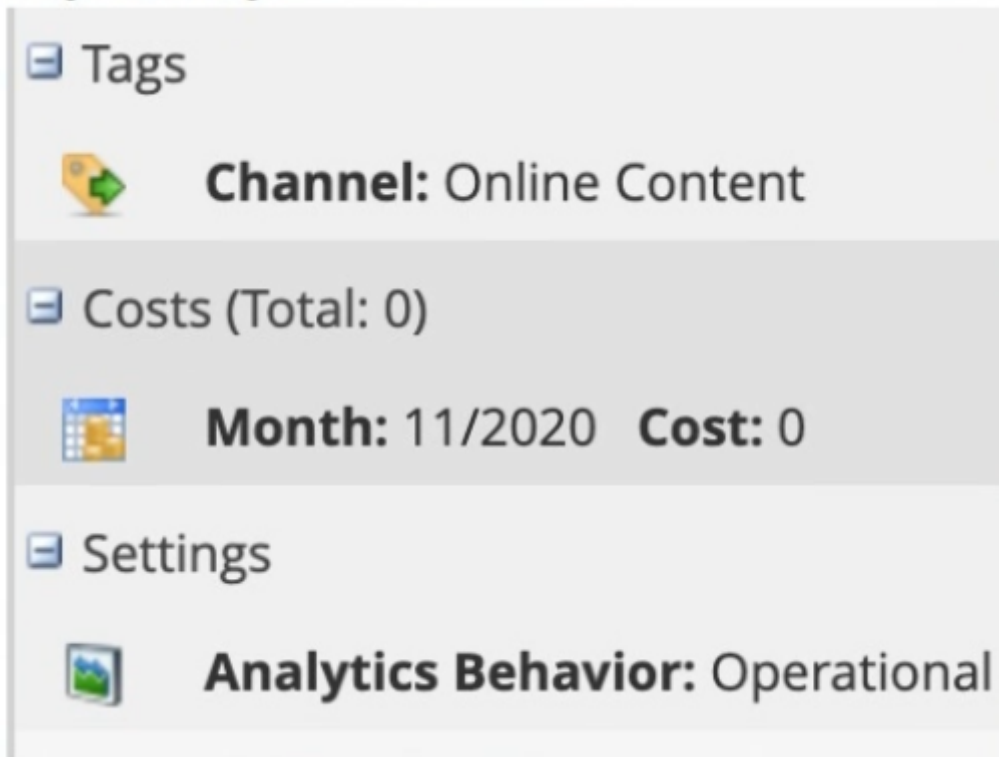
Channel settings:

Channel Settings:

Channel:	*	Online Content
Applies to:		Default
Analytics Behavior:		Inclusive (regardless of period cc ▾

Program Settings:

□ Tags

  🏷️ **Channel:** Online Content

□ Costs (Total: 0)

  📅 **Month:** 11/2020 **Cost:** 0

□ Settings

  🖼️ **Analytics Behavior:** Operational

Based upon the program settings shown, what is a reason the program would not appear in reporting?

Options:

A- The Analytics Behavior on the channel is set to Inclusive'.

B- The Analytics Behavior on the program is set to Operational'.

C- The program has the period cost set to 0 for the current month.

Answer:

B

Explanation:

A reason the program would not appear in reporting is that the Analytics Behavior on the program is set to Operational. Operational programs are excluded from most reports in Marketo Engage, such as Revenue Cycle Explorer, Program Analyzer, and Opportunity Analyzer. They are only included in Email Performance and Email Link Performance reports.The Analytics Behavior on the channel, the period cost, and the program status do not affect the program's visibility in reporting.

Question 3

Question Type: **MultipleChoice**

Keeghan consistently monitors new names that are created in his Adobe Marketo Engage instance. His people performance report shows that there were 100 new leads created yesterday. He asked his team if they could confirm where the leads came from but unfortunately they did not know. There are no operational programs tracking and setting person source in the instance.

Which field can Keeghan check to give him some indication of where the leads came from?

Options:

A- Original Source Info

B- Lead Source

C- Acquisition Program

Answer:

A

Explanation:

A field that can give some indication of where the leads came from is Original Source Info. This is a system-managed field that captures the first known referrer URL for a person. It can help identify the source of web traffic that led to the person's creation in the database.Lead Source and Acquisition Program are not system-managed fields and may not be populated or accurate for all leads

Question 4

Question Type: **MultipleChoice**

Kelsey is building a consent management program. As part of the program build, Kelsey has built a smart campaign that will update a person's record with the opt-in date in the flow when their Marketing Opt-in changes to True. She has set up the following trigger campaign.

There are no other triggers or filters in the smart list in the smart campaign.
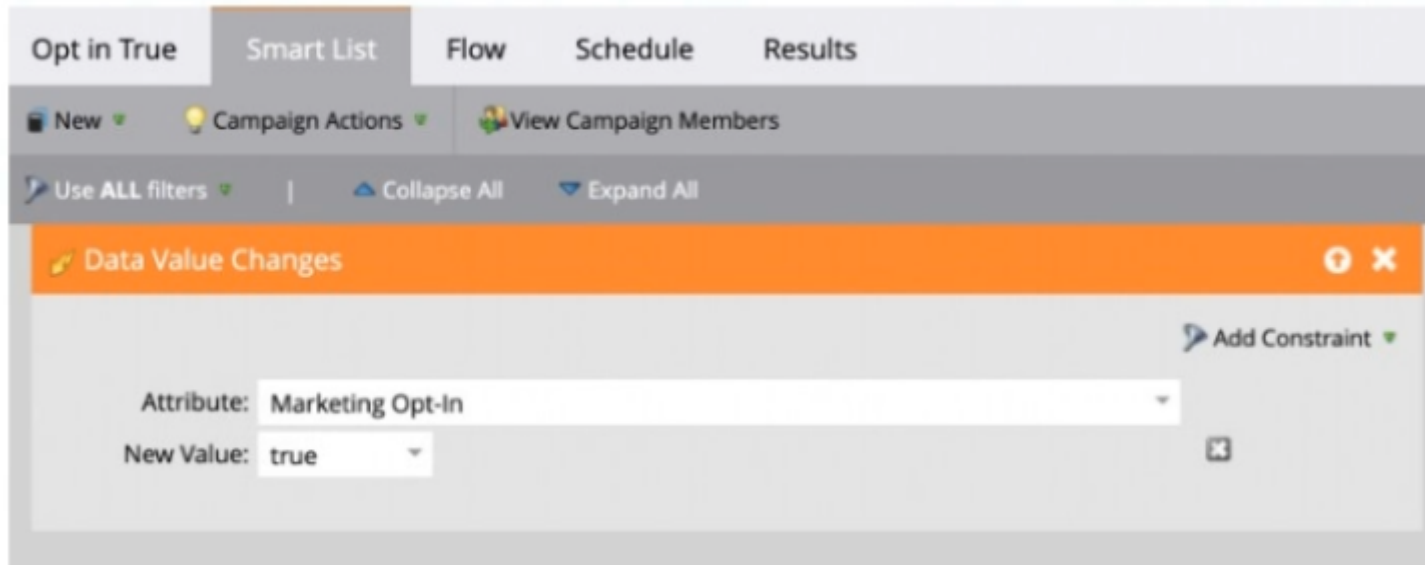
Will the campaign process all leads who have a Marketing Opt-in value of True?

Options:

A- Yes, the campaign will process new and existing leads regardless of source (i.e., webform fill out. list import. CRM, etc.)

B- No, the campaign will only process web form fill out leads but not leads from a list import.

C- No, the campaign will process only existing leads but not new leads.

Answer:

B

Explanation:

The campaign will only process web form fill out leads but not leads from a list import. This is because the trigger "Data Value Changes" only fires when a person fills out a form, clicks a link in an email, or visits a web page with Munchkin tracking code. It does not fire when a person is created or updated by a list import, API call, CRM sync, or manual change.Therefore, only leads who fill out a form and change their Marketing Opt-in value to True will qualify for the campaign

Question 5

Question Type: **MultipleChoice**

David wants to time-stamp a custom field called 'MQL DateTime Most Recent' every time a person reaches the MQL stage. He will use a smart campaign that triggers upon MQL and the flow will have no wait steps.

Which type of token would he use in the "Change Data Value' flow step required to achieve his goal?

Options:

A- System

B- Person/Lead

C- Trigger

Answer:

A

Explanation:

To time-stamp a custom field with the current date and time, David would use a System token in the "Change Data Value" flow step. System tokens are tokens that reference system-level information, such as date, time, IP address, etc. The System token for date and time is {{system.dateTime}}.Person/Lead tokens and Trigger tokens are not suitable for this purpose, as they reference person-level information or trigger-specific information.

Question 6

An Adobe Marketo Engage instance has the following folders set up under Marketing Activities:

Marketing Activities...

- Marketing Activities
  - 01 Archive
  - 02 Marketing Programs
  - 03 Operational Programs
  - 04 Testing and Learning

In the My Tokens tab of the 02 Marketing Programs folder, several tokens have been set up:

Type	Token Name ▲	Value
Local (3 Tokens)		
🖼	{{my.From Email Address}}	Email sender address
🖼	{{my.From Name}}	Email sender name
🖼	{{my.Salutation}}	Dear customer,

Why have these tokens been set up in this folder?

Options:

A- As an easy example to copy to all programs Inside the folder.

B- So they will be available in all programs inside the folder.

C- No reason. Tokens only have a function inside a program.

Answer:

B

Explanation:

The tokens have been set up in this folder so they will be available in all programs inside the folder. Tokens are inherited from the parent folder to the child folder or program, so any tokens set up at the folder level can be used by any program within that folder.This allows for consistency and efficiency when creating programs and assets that use the same token values