Question 1

What is the file size limit for images and files uploaded to the Design Studio of Adobe Marketo Engage?

Options:

A- 100MB

B- 50MB

C- 15MB

Answer:

A

Explanation:

The file size limit for images and files uploaded to the Design Studio of Adobe Marketo Engage is100MB.

The Design Studio is a feature of Adobe Marketo Engage that allows marketers to create and manage landing pages, forms, emails, and other assets.

To upload an image or file to the Design Studio, the marketer can go to the Design Studio area, select Images and Files, click the Image and file actions drop-down and select Upload image or file, and then drag and drop the desired image/file or browse the computer for it.

The maximum size per file is 100MB, as stated in the note that appears when uploading an image or file. This limit applies to all file types, including images, PDFs, videos, etc.

The file size limit is set to ensure optimal performance and security of the Adobe Marketo Engage platform. If the marketer needs to upload a larger file, they can use a third-party service and link to it from the Design Studio asset.Reference:

Add Images and Files to Marketo

Adobe Marketo Engage | Product description

Question 2

Question Type: MultipleChoice

How would a marketing manager modify the URL of an Adobe Marketo Engage landing page?

Options:

A- Landing Page Actions > URL Tools > URL Builder

B- Edit Draft > Edit Landing Page > Edit URL Settings

C- Landing Page Actions > URL Tools > Edit URL Settings

Answer:

C

Explanation:

A landing page is a web page that you create and host in Marketo Engage that allows you to capture information from visitors, such as their name, email address, or company name1.

A landing page URL is the web address that visitors use to access your landing page.By default, Marketo Engage generates a landing page URL based on the name of your landing page and the domain of your Marketo Engage instance2.

However, you can modify the landing page URL to make it more SEO friendly, descriptive, or consistent with your branding2.

To modify the landing page URL, you need to follow these steps23:

Go to Marketing Activities and select your program that contains the landing page you want to modify.

Select the landing page and click Landing Page Actions.

Click URL Tools and then click Edit URL Settings.

In the Edit URL Settings dialog box, you can change the following options:

Page Name: This is the part of the URL that comes after the domain name and the slash. You can enter any alphanumeric characters, hyphens, or underscores. Avoid using spaces or special characters.

Domain Name: This is the part of the URL that identifies your Marketo Engage instance. You can choose from the available domains that you have configured in your Admin settings. If you have a custom domain, you can also use it here.

SSL: This is the option to enable or disable secure HTTPS protocol for your landing page. If you enable SSL, your landing page URL will start with https:// instead of http://. This can improve the security and trustworthiness of your landing page. However, you need to have a valid SSL certificate for your domain to use this option.

Click Save to apply your changes to the landing page URL.

Question 3

Question Type: MultipleChoice

Which two assets can be dynamic in Adobe Marketo Engage? (Choose two.)

Options:

A- Forms

B- Emails

C- Landing pages

D- Images

Answer:

B, C

Explanation:

Dynamic content is a feature of Adobe Marketo Engage that allows you to customize how different people see a landing page or email based on their segmentation1.

Segmentation is the process of dividing your audience into subgroups based on a smart list rule, such as industry, location, or behavior1.

You can create different segments and apply them to different program types, such as email, landing page, or web personalization1.

To use dynamic content, you need to add dynamic content blocks into your landing page or email.These blocks tell Marketo that you want that piece of content to be different depending on which person views it1.

For example, you can have a dynamic email subject line that changes based on the recipient's industry, or a dynamic landing page headline that changes based on the recipient's location1.

You can also use snippets, which are reusable pieces of content that can be updated centrally and applied to multiple assets, such as emails or landing pages2.

Snippets can also be dynamic, meaning that they can change based on the segment of the person viewing them2.

For example, you can use a snippet as a signature in an email, and have it dynamically change the sender's name and title based on the recipient's location2.

Therefore, the two assets that can be dynamic in Adobe Marketo Engage are emails and landing pages, as they can both use dynamic content blocks and snippets to personalize the content for different segments of the audience.Reference:1:Understanding Dynamic Content | Adobe Marketo Engage2:Understanding Snippets | Adobe Marketo Engage

Question 4

Question Type: **MultipleChoice**

As a best practice, where would a form that is used in multiple programs be stored?

Options:

A- In Marketing Activities as a local asset

B- In the Design Studio as a global asset

C- In Marketing Activities as a global asset

Answer:

B

Explanation:

A form that is used in multiple programs should be stored in theDesign Studioas aglobal asset12.This allows the form to be easily reused and updated across different landing pages and programs without creating duplicates or inconsistencies3.

A form that is stored inMarketing Activitiesas alocal assetis only available within the specific program where it was created1.This means that if the form needs to be used in another program, it has to be cloned or recreated, which can lead to data quality issues and maintenance challenges3.

There is no such thing as aglobal assetinMarketing Activities.All assets in Marketing Activities are local to their respective programs1.Reference:

1:How to create and edit forms | Adobe Marketo Engage

2:Marketo Success Series: Forms - Marketing Nation

3:Marketo Form Best Practices - Marketing Rockstar Guides

Question 5

What happens when an approved Adobe Marketo Engage landing page is edited?

Options:

A- Adobe Marketo Engage will approve the changes automatically.

B- All changes appear immediately on the live landing page when the Landing Page Editor is closed

C- Changes will not appear on the live landing page until the draft is approved.

Answer:

C

Explanation:

Landing pages are indraft modeuntil you approve them. Approval makes pages available in the rest of the system.When you edit an approved landing page, Marketo saves the draft, but continues to use the approved version until you approve the draft1.You can approve a landing page by selecting it, going toLanding Page Actionsand clickingApprove1.You can also approve multiple pages at once to make your life easier1.

Question 6

Which form feature would a marketing manager use to control a group of fields together on an Adobe Marketo Engage form?

Options:

A- FieldGroup

B- Visibility Rules

C- FieldSet

Answer:

C

Explanation:

A FieldSet is a group of fields that you can control as a whole. You can use FieldSets to organize your form layout, group related fields together, and dynamically hide or show the entire fieldset depending on another field1. For example, you can use a FieldSet to collect an address field and a payment method field in one place2.

To add a FieldSet to a form, you can follow these steps1:

Go to Marketing Activities.

Select your form and click Edit Form.

Click the + sign and select Fieldset.

Select the fieldset and enter a Label.

Drag the fields you want into the fieldset.