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Question 1

Question Type: MultipleChoice

A marketer is selling up a form on an Adobe Marketo Engage landing page for a gated content program, with pre-fill enabled for the fields First Name, Last Name, Email Address, and Company Name.

The gated content is promoted via email to existing customers and via social media to reach a broader audience.

For which audiences will the fields First Name, Last Name, Email Address, and Company Name pre-fill when they go to the landing page?

Options:

- A- Only for people who click the link in the email
- B- Only for people already known in the database
- C- For all people going to the landing page

Answer:

B

Explanation:

The fields First Name, Last Name, Email Address, and Company Name will pre-fill for only people already known in the database. Pre-fill is a feature that populates form fields with data from a known lead's record. If a person is not known in the database, such as someone who clicks the link from social media, the fields will not pre-fill

Question 2

Question Type: MultipleChoice

An Engagement Program has not deployed the next new email even though there are people in the stream and the cadence set correctly.

What is one possible reason the email has not been launched?

Options:

- A-** The new email has not been activated.
- B-** The stream has not been set as activated.
- C-** All Persons in the stream have exhausted their content.

Answer:

A

Explanation:

A possible reason the email has not been launched is that the new email has not been activated. An email must be approved and activated before it can be sent out by an Engagement Program. If the email is not activated, it will be skipped by the cast. The stream and the content do not need to be activated for the email to be launched.

Question 3

Question Type: MultipleChoice

An Adobe Marketo Engage user created a form in Design Studio rather than within a program in Marketing Activities.

According to best practices, what is a reason for creating a form in Design Studio?

Options:

- A- There are more design options for the form's layout
- B- The form can be shared across workspaces
- C- The form can be used across multiple programs

Answer:

C

Explanation:

A reason for creating a form in Design Studio rather than within a program in Marketing Activities is that the form can be used across multiple programs. This allows for reusability and consistency of forms. Creating a form in Design Studio does not offer more design options or enable sharing across workspaces

Question 4

Question Type: MultipleChoice

Sarah has logged in to her Adobe Marketo Engage Instance and realized that she can only view and access the Default Workspace. Sarah sent a request to the Adobe Marketo Engage Admin, Greg, to update her permissions so that she can also view and access the APJ Workspace.

What does Greg need to do in order to make this happen?

Options:

- A-** Assign the team member's User to the APJ Partition.
- B-** Adjust the team members User to allow access to the APJ Workspace
- C-** Adjust the team members Role to allow access to the APJ Workspace.

Answer:

B

Explanation:

To grant access to a different Workspace, Greg needs to adjust the team member's User to allow access to the APJ Workspace. This can be done by editing the User and selecting the APJ Workspace from the Workspaces drop-down menu. Assigning the User to a different Partition will not change the Workspace access, and adjusting the Role will affect all Users with that Role

Question 5

Question Type: MultipleChoice

A business practitioner is building a Center of Excellence' workspace in their Adobe Marketo Engage Instance to house their best practice landing page and email templates. They would like to build and store these assets in this workspace in the Design Studio and share them across all workspaces in the Adobe Marketo Engage instance.

What does the business practitioner need to do in order to share these assets across all workspaces?

Options:

- A-** Put them inside a folder and share that folder with the other desired workspaces.
- B-** Clone them to the Design Studio of the other desired workspaces.
- C-** Approve them and they will automatically be shared with all other workspaces.

Answer:

A

Explanation:

To share landing page and email templates across all workspaces in the Adobe Marketo Engage instance, the business practitioner needs to put them inside a folder and share that folder with the other desired workspaces. This can be done by right-clicking on the folder in Design Studio and selecting Share Folder. Then, the business practitioner can select which workspaces to share the folder with and what permissions to grant them

Question 6

Question Type: MultipleChoice

Ajay has joined as the Adobe Marketo Engage Administrator for ACMEWORLD theme park. He would like a comprehensive list of actions that users have taken within the Adobe Marketo Engage instance in the last six months. Also, he wants to know who updated the Webinar registration landing page in the last month.

Where would Ajay find these details?

Options:

- A- Check User Login History
- B- Use Audit Trail
- C- View Lead Activity

Answer:

B

Explanation:

To find a comprehensive list of actions that users have taken within the Adobe Marketo Engage instance in the last six months, Ajay can use Audit Trail. Audit Trail is a feature that tracks all user activities within an Adobe Marketo Engage instance, such as creating, updating, or deleting programs, assets, fields, users, roles, etc. Audit Trail also shows who updated the Webinar registration landing page in the last month by filtering by user name, date range, and activity type.

Question 7

Question Type: MultipleChoice

Michael manages the Adobe Marketo Engage instance for his company. In order to ensure that each regional team can view and edit only their own programs, Michael has implemented Workspaces. The team recently hired an intern in the Asia Pacific Japan (APJ) region who will be responsible for cloning and preparing programs for launch, working strictly within the APJ Workspace. Custom Roles have not been set up in their Adobe Marketo Engage instance.

What is one step Michael must take in order to limit the intern's access to work strictly to the APJ Workspace?

Options:

A- Create a Role for the intern that grants permissions only for the APJ Partition.

- B-** Create a Role for the intern that grants permissions only for the APJ Workspace.
- C-** Create a User for the intern that grants access only to the APJ Workspace.

Answer:

C

Explanation:

To limit the intern's access to work strictly to the APJ Workspace, Michael must create a User for the intern that grants access only to the APJ Workspace. This can be done by selecting the APJ Workspace from the Workspaces drop-down menu when creating the User. The User will then only be able to view and edit programs and assets within that Workspace.

Question 8

Question Type: MultipleChoice

Which two Sales CRM platforms are natively synchronized with Adobe Marketo Engage? (Choose two.)

Options:

- A- Salesforce
- B- Zoho
- C- Microsoft Dynamics
- D- Freshworks CRM (Formerly Freshsales)

Answer:

A, C

Explanation:

Adobe Marketo Engage natively synchronizes with Salesforce and Microsoft Dynamics CRM platforms. These are the only two CRM platforms that have a native integration with Adobe Marketo Engage and do not require any third-party connectors or custom solutions

Question 9

Question Type: MultipleChoice

A field needs to be created on the Person object that is visible in both CRM and Adobe Marketo Engage.

Which steps always need to be completed in order to accomplish this?

Options:

- A-** Create a field on the lead or contact objects in CRM. provide read/write access to the Adobe Marketo Engage Sync User
- B-** Create a field on the person object in Adobe Marketo Engage, refresh the schema in Adobe Marketo Engage
- C-** Create a field on the lead and contact objects in CRM, add this field to Marketing User page layout

Answer:

B

Question 10

Question Type: MultipleChoice

John recently joined ACME Corporation as Adobe Marketo Engage Admin. The Adobe Marketo Engage instance of ACME Corporation is 10 years old with 950 active landing pages, 3000 active smart campaigns, 453 active forms, and 5000 email programs. John would like to archive redundant assets on Adobe Marketo Engage to better organize the instance.

Which two statements are true for archived assets? (Choose two.)

Options:

- A- A filter to select archived assets for use in reports cannot be used.
- B- Archived templates are not available when creating an email or landing page in Design Studio
- C- Archived assets are auto-deactivated.
- D- Archived pages cannot be used in landing page test groups.

Answer:

A, D

Explanation:

Two statements that are true for archived assets are that a filter to select archived assets for use in reports cannot be used and that archived pages cannot be used in landing page test groups. This is because archiving an asset or a folder means that it will no longer be visible or available for use in most cases. Archived assets will not appear in search results, auto-suggest, templates, test groups, etc. Archived assets are not deactivated and archived templates are not available when creating an email or landing page in Design Studio

Question 11

Question Type: MultipleChoice

A marketer conducted an A/B test and expected the new version to perform better than the original version. However, this did not occur.

What conclusion can the marketer make about these A/B test results?

Options:

- A- Their test hypothesis was invalidated and they should test again.
- B- The test was erroneous and the results should be thrown out.
- C- The test period was too short and they need to let it run for a longer time.

Answer:

A

Explanation:

The conclusion that the marketer can make about these A/B test results is that their test hypothesis was invalidated and they should test again. This means that their assumption about what would improve their email performance was not supported by the data and they should try a different variation or element to test. The test was not erroneous or too short, as long as it was set up correctly and ran for a sufficient time period to reach statistical significance

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