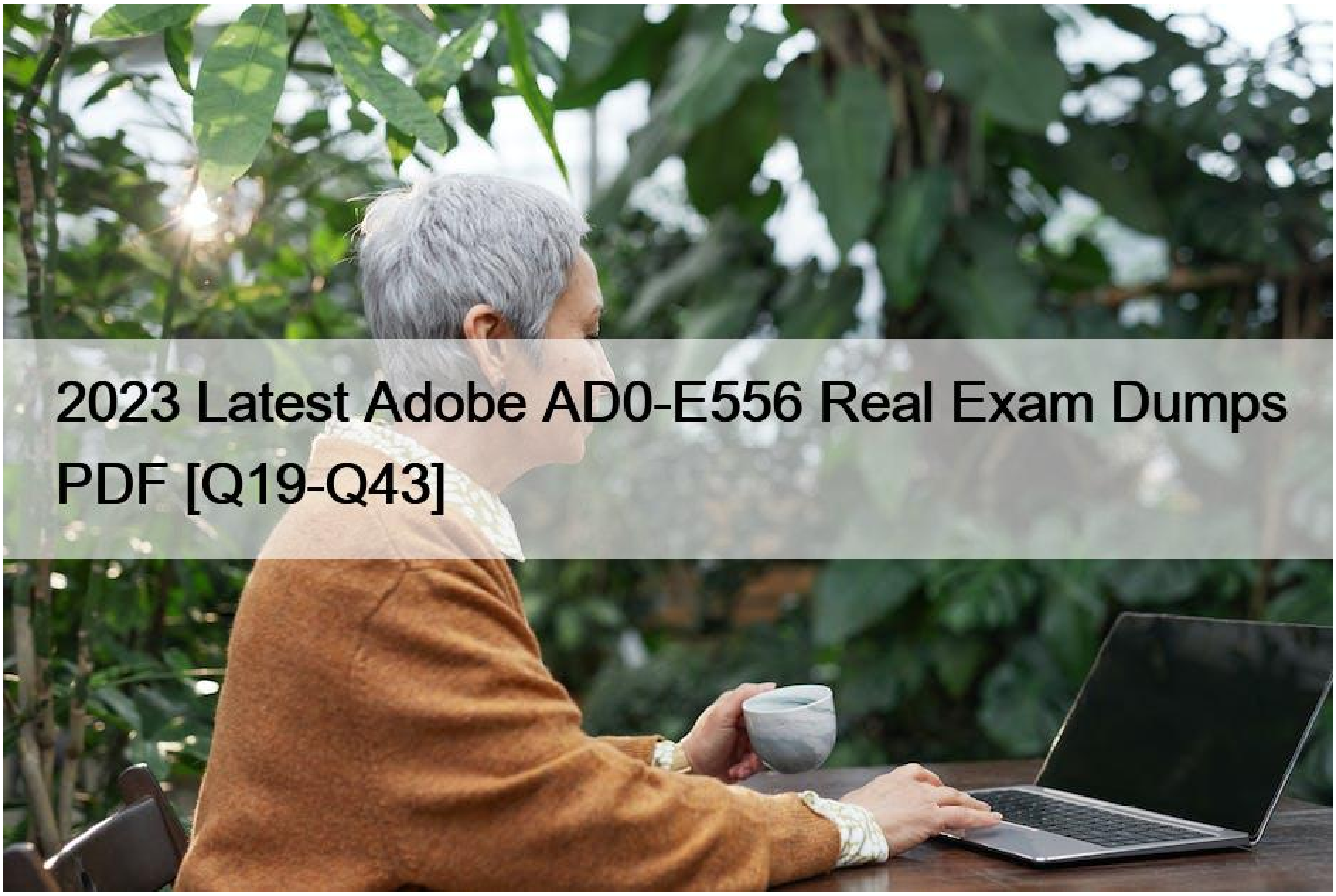
2023 Latest Adobe AD0-E556 Real Exam Dumps PDF [Q19-Q43



2023 Latest Adobe AD0-E556 Real Exam Dumps PDF
AD0-E556 Exam Dumps, AD0-E556 Practice Test Questions

NEW QUESTION 19

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?
* Stored directly on the Person record
* Stored on the Salesforce Opportunity Object and synced to Marketo via the native sync
* Stored on a Salesforce Custom Object and synced to Marketo via the native sync
* Stored in a Marketo Custom Object
Explanation

Storing the data on the Salesforce Opportunity Object and syncing to Marketo via the native sync is the best location for Marketo’s revenue attribution model and overall data architecture. This way, Marketo can use the Opportunity Influence Analyzer and the Revenue Cycle Modeler to attribute revenue to campaigns based on the opportunity data. Storing the data directly on the Person record would not allow for revenue attribution, as Marketo does not use person-level fields for this purpose. Storing the data on a Salesforce Custom Object or a Marketo Custom Object would require additional configuration and integration to link the data to the person and the opportunity.

NEW QUESTION 20

A company has a meeting with a third party that wants to begin submitting leads captured through various channels. These leads are aware that the third party will share their information with the company and have provided consent through their engagement. The third party will send the leads through a REST API.

Which steps should the Adobe Marketo Engage Architect take to make sure that the REST API is set up correctly?
* Create API User Role, Use an existing API User, Create new Launchpoint Service, Run a Call test with Identity and Endpoint
* Create API User Role, Create a new API User, Create new Launchpoint Service, Run a Call test with Identity and Endpoint
* Create API User Role, Create a new API User, Create new Launchpoint Service, Run a Call test with Token and Endpoint
* Create API User Role, Use an existing API User, Create new Launchpoint Service, Run a Call test with Token and Identity
Explanation

The steps that the Adobe Marketo Engage Architect should take to make sure that the REST API is set up correctly are to create API User Role, create a new API User, create new Launchpoint Service, and run a Call test with Identity and Endpoint. These steps will allow the Architect to configure and test the REST API integration with Marketo Engage. Creating API User Role will enable the Architect to define the permissions and access level for the API User. Creating a new API User will enable the Architect to generate a unique Client ID and Client Secret for authentication. Creating new Launchpoint Service will enable the Architect to register and manage the third-party service in Marketo Engage. Running a Call test with Identity and Endpoint will enable the Architect to verify that the API calls are working properly and that leads can be submitted through various channels.

References: https://developers.marketo.com/rest-api/

https://docs.marketo.com/display/public/DOCS/Create+an+API+Only+User+Role

https://docs.marketo.com/display/public/DOCS/Create+a+Custom+Service

https://docs.marketo.com/display/public/DOCS/Webhooks

NEW QUESTION 21

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.

Unicorn currently uses a manual and subjective process of moving Leads through the pipeline. Unicorn wants to utilize Adobe Marketo Engage for a more autonomous and effective process. The Marketing Operations team plans to set up a Revenue Cycle Model powered by key behavior such as form fills. Scoring also needs to be set up, and Marketing and ‘Sales’ nurture campaigns that reference the Model stages will be built afterward.

Unicorn needs to obtain the resources and budget to implement these projects.

Who should be involved in initial discussions before implementation begins?
* CMO, CIO, and the CRM administrator
* CMO and the Marketing department
* Marketing Ops team leader, CRM administrator, and the Web Developer
* Marketing team leaders, the CRM administrator, and the IT team
Explanation

The CMO, CIO, and the CRM administrator should be involved in initial discussions before implementation begins. The CMO and CIO are the key decision-makers who can approve the resources and budget for the projects, as well as align the business goals and strategy. The CRM administrator is the key contact for the Salesforce CRM system, which needs to be integrated with Marketo Engage for the Revenue Cycle Model and the scoring. The Marketing department and the Marketing Ops team leader are not directly involved in the initial discussions, as they are more focused on the execution and optimization of the campaigns. The Web Developer is not directly involved in the initial discussions, as they are more focused on the technical aspects of the web integrations.

NEW QUESTION 22

An Adobe Marketo Engage Architect needs to build a subscription center that contains an option to “pause notifications for 30 days” to dissuade people from unsubscribing. If a person fills out the form and selects this feature, Marketing wants to Marketing Suspend them for 30 days and subtract five points from the lead.

Existing records whose notifications are currently paused should be excluded from the flow to avoid double processing.

Which order of steps is required to build this program?
* Remove from Flow (Existing) > Change data value > Change Score > Wait > Change data value
* Remove from Flow (Existing) > Change Score > Wait > Change data value > Change data value

* Change data value > Remove from Flow (Existing) > Change Score > Wait > Change data value
* Change Score > Change data value > Wait > Change data value > Remove from Flow (Existing)

Explanation

The order of steps required to build this program is to remove from flow (existing), change data value, change score, wait, and change data value. These steps will allow the program to build a subscription center that contains an option to “pause notifications for 30 days” to dissuade people from unsubscribing, and to perform the desired actions for the leads who select this feature. The remove from flow (existing) step will exclude existing records whose notifications are currently paused from the flow to avoid double processing. The change data value step will update the Marketing Suspended field to true for the leads who select this feature.

The change score step will subtract five points from the lead score for the leads who select this feature. The wait step will pause the flow for 30 days for the leads who select this feature. The change data value step will update the Marketing Suspended field to false for the leads who select this feature after 30 days.

References: https://docs.marketo.com/display/public/DOCS/Subscription+Center

https://docs.marketo.com/display/public/DOCS/Remove+from+Flow

https://docs.marketo.com/display/public/DOCS/Change+Data+Value

https://docs.marketo.com/display/public/DOCS/Change+Score

https://docs.marketo.com/display/public/DOCS/Wait

NEW QUESTION 23

An Adobe Marketo Engage Architect needs to audit an existing Marketo Engage instance. Upon inspection, more than 1000 fields that only live in Marketo Engage were created for a single use to collect information for a specific event, or ask a specific question during the registration of an event.

What should the Architect recommend to their client regarding field creation best practices?

* Create a set of temporary program member fields (PMCF String 1, PMCF String 2, PMCF Boolean 1, PMCF Boolean 2) and utilize those fields on a local form for every event that requires custom questions.

Add them to a static list if data needs to be retained.

* Create a set of temporary program member fields (PMCF String 1, PMCF String 2, PMCF Boolean 1, PMCF Boolean 2) and utilize those fields on a local form for every event that requires custom questions.

No additional action is needed to retain the data.

* Create a set of temporary person fields (temp_string 1, temp.string 2, temp.date 1, temp.date 2) and utilize those fields on a local form for every event that requires custom questions. Add them to a static list if data needs to be retained. Clear the data from the temporary fields at the end of the event for utilization by another program.

Explanation

Creating a set of temporary program member fields and using them on local forms for every event that requires custom questions is a good way to avoid creating too many fields that only live in Marketo Engage.

Adding the leads to a static list can help retain the data if needed.

https://experienceleague.adobe.com/docs/marketo/using/home.html

NEW QUESTION 24

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 fixedannually. 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.

Unicorn has been having an issue with data quality coming from their Adobe Marketo Engage instance. An audit finds that a key issue is that Marketers and IT members lacked knowledge in best practice processes for the following tasks:

* Importing data to Marketo Engage or CRM in incorrect format or with old information

* Setting up forms to comply with Data Standardization (such as String Country fields to fill out)

* Importing large purchased lists without any minimal validation

Unicorn agrees with the auditor’s recommendations to roll out enablement as part of a way to solve the problems.

Which two steps should be a part of this enablement? (Choose two.)
* Set up a Roles and Permissions workshop with the CMO and CIO to capture and enforce the right level of access for level of Marketo Engage usage
* Remove access to users who are the ‘worst offenders’ until they have successfully passed the Marketo Certified Associate Exam
* Align IT and Marketing Ops teams on what level of responsibility each team should have on data management in Marketo Engage
* Buy lists from a third-party data provider that are GDPR compliant with no country values
* Set up training sessions that covers List Import and Form best practices for both day-to-day users and Marketo Engage ‘Power Users’

Explanation

Setting up training sessions that covers List Import and Form best practices for both day-to-day users and Marketo Engage ‘Power Users’ is a good step to be part of the enablement, as it would help the users to learn how to avoid common data quality issues and follow the best practices for importing data and creating forms.

Aligning IT and Marketing Ops teams on what level of responsibility each team should have on data management in Marketo Engage is another good step to be part of the enablement, as it would help to clarify the roles and expectations of each team and ensure a consistent and collaborative approach to data quality.

Setting up a Roles and Permissions workshop with the CMO and CIO to capture and enforce the right level of access for level of Marketo Engage usage is not a bad step, but it is not directly related to the data quality issues or the enablement of the users. Removing access to users who are the ‘worst offenders’ until they have successfully passed the Marketo Certified Associate Exam is not a good step, as it would be punitive and disruptive to the users’ work. Buying lists from a third-party data provider that are GDPR compliant with no country values is not a good step, as it would not solve the data quality issues or improve the users’ knowledge of best practices.

NEW QUESTION 25

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 fixedannually. 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.

An Adobe Marketo Engage customer recently started using a new Survey platform to measure Net Promoter Score (NPS). The company began using this platform 3 months ago. The company invites new customers to complete the surveys by batching out invites monthly to imported lists of customers that meet the criteria from data held in Salesforce Custom Objects. The company has the native Salesforce sync in place. The survey invite email is sent from Marketo Engage and currently invites the customer to the survey platform via a generic link to start the survey. The company can not know whether the customer completed the survey or what responses they provided. The company does not want to maintain history of the NPS score. They want to know the latest NPS score only.

Which three important architectural recommendations should an Architect suggest to scale this platform and its integration with Marketo Engage? (Choose three.)
* Sync relevant Custom Object data from Salesforce and automate inviting customers to the survey
* Create a specific channel for “NPS Survey’1 in Adobe Marketo Engage to track the Program
* Filter on NPS values using a Smartlist and communicate with different audiences based on their level of satisfaction
* Create a Custom Object in Adobe Marketo Engage to store all survey responses
* Pass a unique customer identifier to the survey platform for each survey invite sent
* Integrate survey responses back into custom fields in Adobe Marketo Engage to capture key survey responses
Explanation

The three important architectural recommendations that an Architect should suggest to scale this platform and its integration with Marketo Engage are to sync relevant Custom Object data from Salesforce and automate inviting customers to the survey, to pass a unique customer identifier to the survey platform for each survey invite sent, and to integrate survey responses back into custom fields in Adobe Marketo Engage to capture key survey responses. These recommendations will help the company to streamline and optimize their NPS survey process, as well as to track and measure the survey results and customer satisfaction. Syncing relevant Custom Object data from Salesforce will allow the company to use smart campaigns and triggers to invite customers to the survey based on their criteria, instead of manually importing lists. Passing a unique customer identifier to the survey platform will allow the company to link the survey responses to the individual customers, instead of using a generic link. Integrating survey responses back into custom fields in Adobe Marketo Engage will allow the company to store and update the latest NPS score for each customer, as well as other key survey responses, instead of creating a Custom Object or relying on an external platform.

References: https://docs.marketo.com/display/public/DOCS/Custom+Objects+Overview

https://docs.marketo.com/display/public/DOCS/Smart+Campaigns+Overview

https://docs.marketo.com/display/public/DOCS/Webhooks

NEW QUESTION 26

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 WebDeveloper. 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.

Multiple Unicorn teams are manually placing Sources in multiple areas. A small set of IT members decides to use an API that triggers when the Source field is not one of a list of 9 values, or is empty. When this is the case, the API is called via webhook to confirm if there is information in the Comments, Status, or custom field

‘Sales update1 and then replaces the Source with what is found in those fields, in the above order of importance.

These IT team members are ready to switch on the solution after testing successfully in a staging area, but request feedback from the Marketing team and the Adobe Marketo Engage solution architect.

The larger IT team and Marketing stakeholders are alerted to a wider review to determine if it matches the current needs across each team.

Which steps should be taken first?
* Make sure the larger IT team switches on the solution in a low-activity timeframe, where as little automated and marketing work is happening. Once the updates are complete, monitor the change of data as it is switched on, to check for any unexpected effects in the Marketo Engage instance.
* Perform an audit of Marketo engage automation and analyze the impact, outline any issues with the proposed changes, and make recommendations and next steps. Send this report to the rest of the stakeholders and IT team to make sure it aligns with their needs before agreeing to anything.
* Recommend they build a new field to update this data into the CRM that can not be seen by Marketo Engage. This way, Marketing and IT can see the data in CRM without affecting any operations outside CRM.
Explanation

Performing an audit of Marketo Engage automation and analyzing the impact, outlining any issues with the proposed changes, and making recommendations and next steps is the best step to take first. This way, the solution architect can ensure that the solution is aligned with the business requirements and best practices, and that it does not cause any negative consequences for the data quality, campaign performance, or reporting accuracy. Sending this report to the rest of the stakeholders and IT team would also allow for feedback and collaboration before implementing any changes. Making sure the larger IT team switches on the solution in a low-activity timeframe, where as little automated and marketing work is happening would not be a good step to take first, as it would risk disrupting the existing workflows and data integrity without proper testing and validation. Recommending they build a new field to update this data into the CRM that can not be seen by Marketo Engage would not be a good step to take first, as it would create data silos and prevent Marketo Engage from using the source information for segmentation, personalization, or attribution.

NEW QUESTION 27

An Architect notices that deliverability is slowly decreasing over time. After pulling a year of reports, the Administrator notices that the number of emails per month has increased from 3 to 10. The unsubscribe rates nearly double each quarter. Per the CMO, the amount of marketing activity must remain the same.

Which two actions can the Architectr take to make sure emails reach people in their database? (Choose two.)
* Make marketing emails operational so people who have unsubscribed continue to receive communications
* Implement communication limits so people receive fewer emails
* Work with the marketing team to decrease the number of email sends per month
* Create a “marketable” smart list to include on every send that excludes multiple soft bounces
* Decrease behavior scores when someone unsubscribes from an email
Explanation

Implementing communication limits and decreasing the number of email sends per month are two actions that can help improve deliverability by reducing email fatigue and spam complaints. Making marketing emails operational or decreasing behavior scores are not recommended as they can harm the sender reputation and engagement. Creating a “marketable” smart list is not relevant to the deliverability issue.

https://experienceleague.adobe.com/docs/marketo-events/events/marketo-and-mochas/2023/deliverability-part-o

NEW QUESTION 28

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.) Which two actions must the Marketo Engage Architect take to fulfill this request? (Choose two.)
* Use a token in the Interesting Moment to populate info from the “Comments” field
* Change the “Comments” field type from text to string to capture longer comments
* Have Marketo Support re-map the “Comments” field in Marketo to the “Notes” CRM field
* Create the “Comments” field in CRM, sync it to Marketo, and have Marketo Support remap it
* Switch the field mapping on the Marketo form from “Comments” to “Notes”

Explanation

The two actions that the Marketo Engage Architect must take to fulfill this request are to use a token in the Interesting Moment to populate info from the “Comments” field and to create the “Comments” field in CRM, sync it to Marketo, and have Marketo Support remap it. These actions will allow the Architect 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. Using a token in the Interesting Moment will enable the Architect to dynamically insert the value of the “Comments” field into the interesting moment description. Creating the

“Comments” field in CRM, syncing it to Marketo, and having Marketo Support remap it will enable the Architect to preserve the value of the “Comments” field in both systems and avoid overwriting the “Notes” field that is used by Sales.

References: https://docs.marketo.com/display/public/DOCS/Interesting+Moments

https://docs.marketo.com/display/public/DOCS/Use+Tokens+in+Interesting+Moments

https://docs.marketo.com/display/public/DOCS/Field+Mapping

NEW QUESTION 29

A company buys a webinar solution that connects to its Adobe Marketo Engage instance via API. The Marketing VP wants to quickly scale the volume of webinars from once a month for North America to three times a month globally. All webinars will be in English. The company markets to three different regions, and the content of all assets such as the landing page and emails need the option to vary the content for different combinations of region and industry.

The Marketing VP wants to see the results of each webinar reported at the global level. The Demand Generation Manager wants to see the results of each webinar reported at the regional level.

Which two actions should the Marketo Engage Architect recommend to meet these requirements? (Choose two.)
* Create a webinar email asset in the program template that uses Velocity Scripting to populate region and industry
* Create a webinar email template with program tokens to populate content by region and industry
* Create a regional webinar program template with a consistent naming convention
* Create a global webinar program template that contains each region’s local assets when it is cloned
* Create a webinar email template with snippets to populate content by region and industry
Explanation

The two actions that the Marketo Engage Architect should recommend to meet these requirements are to create a webinar email asset in the program template that uses Velocity Scripting to populate region and industry and to create a regional webinar program template with a consistent naming convention. These actions will help the Architect to quickly scale the volume of webinars from once a month for North America to three times a month globally, as well as to vary the content of assets for different combinations of region and industry. Creating a webinar email asset in the program template that uses Velocity Scripting to populate region and industry will enable the Architect to dynamically insert content based on the lead’s region and industry segmentation fields, instead of creating separate email assets for each segment. Creating a regional webinar program template with a consistent naming convention will enable the Architect to easily clone and customize the program for each region, as well as to report on the results of each webinar at the global and regional level.

References: https://docs.marketo.com/display/public/DOCS/Webinar+Programs

https://docs.marketo.com/display/public/DOCS/Velocity+Scripting

https://docs.marketo.com/display/public/DOCS/Program+Templates

NEW QUESTION 30

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 newloan 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.

Unicorn reaches its Salesforce API limit daily, which causes a backlog of issues in each system. The workflow of the employees who have to use them is also heavily affected by this issue. It takes hours to days for the correct data to come into Adobe Marketo Engage and Salesforce but it’s important for newleads to be synced after creation as soon as possible. The IT team has reviewed which applications are using the API and suspect Marketo Engage is the culprit.

Before raising their API limit, which two tasks should an Architect perform to resolve
* Change any third-party form integrations into Marketo Engage or Salesforce forms to cut down on additional API usage
* Change any additional Smart Campaigns with the ‘Sync to SFDC workflow steps to Request Campaign that runs daily to reduce load
* Change from using ‘Add to Salesforce Campaign’ smart campaign workflow step, and instead use the native ‘Marketo Program/Campaign’ sync setup
* Change any additional Smart Campaigns with the ‘Sync to SFDC workflow steps into batch campaigns that run daily to reduce load
* Remove any additional ‘Sync to SFDC Workflow steps in Smart Campaigns other than the dedicated ones managing the sync
Explanation

Changing any additional Smart Campaigns with the ‘Sync to SFDC workflow steps to Request Campaign that runs daily to reduce load and changing any additional Smart Campaigns with the ‘Sync to SFDC workflow steps into batch campaigns that run daily to reduce load are two tasks that an Architect should perform to resolve the issue of reaching the Salesforce API limit daily. These tasks would help reduce the number of API calls made by Marketo Engage to Salesforce and avoid exceeding the rate limit or concurrency limit. Changing any third-party form integrations into Marketo Engage or Salesforce forms to cut down on additional API usage would not help with the issue of syncing new leads as soon as possible. Changing from using ‘Add to Salesforce Campaign’ smart campaign workflow step, and instead use the native ‘Marketo Program/Campaign’ sync setup would not reduce the number of API calls made by Marketo Engage to Salesforce. Removing any additional ‘Sync to SFDC Workflow steps in Smart Campaigns other than the dedicated ones managing the sync would not ensure that new leads are synced after creation as soon as possible.

https://developers.marketo.com/rest-api/

https://developers.marketo.com/rest-api/marketo-integration-best-practices/

NEW QUESTION 31

An Administrator wants to pull lifecycle data into a Revenue Explorer program membership analysis without an active revenue cycle model. The company wants to be able to see which programs are fueling the lifecycle.

Which two items must be in place to see that data in one view? (Choose two.)
* An approved Revenue Cycle Modeler
* A trigger for “manual transitions” in the Revenue Cycle Modeler
* A custom field that is enabled in Revenue Explorer
* A custom field that contains the first touch program name
* A custom field that is captured the lifecycle stage
Explanation

The two items that must be in place to see that data in one view are a custom field that is enabled in Revenue Explorer and a custom field that captures the lifecycle stage. These items will help the Administrator to pull lifecycle data into a Revenue Explorer program membership analysis without an active revenue cycle model, as well as to see which programs are fueling the lifecycle. A custom field that is enabled in Revenue Explorer will allow the Administrator to use it as a dimension or measure in Revenue Explorer reports and dashboards.

A custom field that captures the lifecycle stage will allow the Administrator to track and segment leads based on their stage in the funnel.

References: https://docs.marketo.com/display/public/DOCS/Revenue+Explorer

https://docs.marketo.com/display/public/DOCS/Custom+Fields

NEW QUESTION 32

An Adobe Marketo Engage Architect is integrating a Marketo Engage instance for a nonprofit client with two different third-party platforms. The requirements are outlined below:

Scenario 1: Automatically clone existing default programs on Marketo, build the email using the RSS feed of blog section, and schedule the email on every Thursday.

Scenario 2: Before deleting any record on Marketo, push the data to “Donor System”.

How should the Marketo Engage Architect approach the platform integration?
* Scenario 1 – Use Webhook and Scenario 2 – Use REST API
* Scenario 1 – Use Email Scripting and Scenario 2 – Use REST API
* Scenario 1 – Use JavaScript API and Scenario 2 – Use REST API
* Scenario 1 – Use REST API and Scenario 2 – Use Webhook
Explanation

The way that the Marketo Engage Architect should approach the platform integration is to use Email Scripting for scenario 1 and REST API for scenario 2. These methods will help the Architect to automate and optimize the processes of cloning existing default programs, building emails using RSS feed, scheduling emails, deleting records on Marketo, and pushing data to Donor System. Using Email Scripting for scenario 1 will allow the Architect to dynamically generate email content based on the RSS feed of blog section, instead of manually creating email assets. Using REST API for scenario 2 will allow the Architect to programmatically delete records on Marketo and push data to Donor System, instead of relying on manual or offline methods.

References: https://docs.marketo.com/display/public/DOCS/Email+Scripting

https://developers.marketo.com/rest-api/

NEW QUESTION 33

An Adobe Marketo Engage Architect starts their first day at their new job managing the Marketo Engage instance. When inspecting the instance, they notice that the sync to Salesforce was unusually slow and takes several hours to populate Salesforce campaign membership from Marketo Engage programs. Upon closer inspection, several errors occurred under the notifications of syncs timing out or hitting the concurrent limit.

Which three actions can the Architect take to help diagnose and address the problem around sync to Salesforce issues?
* Go to admin and view the CRM notification errors Count the number of custom CRM fields Increase the time between CRM and Marketo syncs
* Use campaign inspector to determine the number of sync to CRM flow steps Check the permissions in the CRM for the Marketo sync user profile Check for a sync backlog in the CRM admin under the sync status tab
* Create a smart list to identify Marketo Engage records that have an empty CRM type Review the field management mapping Check the permission in the CRM for the Marketo sync user profile
Explanation

Using campaign inspector and creating a smart list are two actions that can help diagnose the sync issues by identifying the number of sync to CRM flow steps and the records that have an empty CRM type. Checking the permissions in the CRM for the Marketo sync user profile can also help address the problem by ensuring that the sync user has the right access level. Counting the number of custom CRM fields or increasing the time between CRM and Marketo syncs are not helpful actions.

NEW QUESTION 34

An Adobe Marketo Engage Architect notices that the smart campaigns run slowly. The Campaign Queue in Marketing Activities is full of backlog campaigns. The alerts fire with a delay. All alert smart campaignsare triggered based on the first step of Change Data Value. All Batch campaigns use the Advanced Wait Properties at the first step to run the campaign every Monday at 8:00 PM PT.

Which steps should the Architect perform to scale the campaign execution?
* For campaigns sending alerts, move the Send Alert step to first. For batch campaigns, make sure that the wait time is less than 10 minutes.
* For campaigns sending alerts, move the Send Alert step to first. For batch campaigns, use batch campaign scheduler instead of Advanced Wait Properties.
* For campaigns sending alerts, add Sync to SFDC step to first. For batch campaigns, use normal Wait instead of Advanced Wait Properties.
Explanation

The steps that the Architect should perform to scale the campaign execution are to move the Send Alert step to first for campaigns sending alerts, and to use batch campaign scheduler instead of Advanced Wait Properties for batch campaigns. These steps will help the Architect to improve the speed and efficiency of the smart campaigns, as well as reduce the backlog in the campaign queue. Moving the Send Alert step to first will ensure that alerts are sent immediately without waiting for other flow steps or triggers, which can cause delays or errors. Using batch campaign scheduler instead of Advanced Wait Properties will allow the Architect to schedule batch campaigns at a specific date and time, instead of using a wait step that can clog up the queue or run at suboptimal times.

References: https://docs.marketo.com/display/public/DOCS/Smart+Campaigns+Overview https://docs.marketo.com/display/public/DOCS/Schedule+a+Batch+Campaign

https://docs.marketo.com/display/public/DOCS/Wait+Flow+Action

NEW QUESTION 35

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.

With help from the Adobe Marketo 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?

* Make Old Fields Hidden, Program Templates, Country Data
* Country Data, Make Old Fields Hidden, Program Templates
* Country Data, Program Templates, Make Old Fields Hidden

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 thecampaign execution, but not the core functionality or performance. References:

https://docs.marketo.com/display/public/DOCS/Best+Practices%3A+Data+Managementhttps://docs.marketo.com

NEW QUESTION 36

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.

Unicorn Fintech is using Salesforce and Adobe Marketo Engage. They want to change their lead sync and lead routing rules for new leads that are generated through Marketo Engage forms. The Marketing Operations Manager needs to help them build new automation. Leads must reach a minimum lead score of 50 prior to being synced for Inside Sales to follow up. Prior to syncing to Salesforce, they want to make sure that each lead has a minimum data set of lead source and country. The Inside Sales Managers in each region cannot agree on a single global process for which leads should be assigned to which Inside Sales reps once the leads are created in Salesforce. They want the flexibility to decide at the country level.

What is the most appropriate, scalable process for the Marketing Operations Manager to build?
* Include country as a form field, use a hidden field to populate lead source, trigger the sync immediately, and assign to a country lead queue
* Include country as a form field, use a hidden field to populate lead source, trigger the sync when the person reaches 50 points, and assign to a country lead queue
* Use inferred data to populate the country field, use a hidden field to populate lead source, trigger the sync when the person reaches 50 points, and assign to an Inside Sales rep
* Use inferred data to populate the country and lead source fields, trigger the sync immediately, and assign directly to the Inside Sales Managers in each region
Explanation

Including country as a form field, using a hidden field to populate lead source, triggering the sync when the person reaches 50 points, and assigning to a country lead queue is the most appropriate, scalable process for the Marketing Operations Manager to build. This way, the process ensures that each lead has a minimum data set of lead source and country, that the lead score is high enough to indicate interest and readiness, and that the lead routing is flexible enough to accommodate different regional preferences. Using inferred data to populate the country field or the lead source field would not be reliable or accurate, as inferred data can be incorrect or missing. Triggering the sync immediately would not respect the lead score threshold of 50 points. Assigning to an Inside Sales rep or an Inside Sales Manager directly would not allow for flexibility or load balancing.

Assigning to a country lead queue would allow for more control and visibility over the lead distribution

NEW QUESTION 37

A company wants to generate new leads through content syndication. The goal is not to pay for existing leads.

A third-party company will send leads through an API directly to the Adobe Marketo Engage instance.

The third-party company passes the following information through the API:

* First

* Last

* Email

* Person Source

* Company

* Asset Name

An Architect needs to create a program that captures leads and evaluates if the leads are new or existing.

Engagement will also be captured on all leads. Only new leads must be scored and sent a welcome email.

Existing leads will then be excluded from the program and sent back through the API to the third-party company.

Which order of steps is required to build this program?
* Remove from Flow > Change Data Value > Add to Program > Change Score > Call Webhook
* Change Data Value > Change Program Status > Call Webhook > Remove from Flow > Send Email
* Remove from Flow > Call Webhook > Change Data Value > Change Program Status > Change Score
* Change Program Status > Call Webhook > Change Data Value > Send Email > Remove from Flow
Explanation

The order of steps required to build this program is to change data value, change program status, call webhook, remove from flow, and send email. This is because these steps will allow the program to capture leads and evaluate if they are new or existing, aswell as capture engagement and perform the desired actions. The change data value step will update the person source and asset name fields based on the API information. The change program status step will update the program status based on whether the lead is new or existing. The call webhook step will send existing leads back to the third-party company through the API. The remove from flow step will exclude existing leads from the program. The send email step will send a welcome email to new leads only. The other options are not as correct as this one, because they either miss some of the required steps or include some of the unnecessary steps.

References: https://docs.marketo.com/display/public/DOCS/Programs+Overview

https://docs.marketo.com/display/public/DOCS/Smart+Campaigns+Overview

https://docs.marketo.com/display/public/DOCS/Webhooks

NEW QUESTION 38

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 campaignscontribute 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.

Unicorn and their Adobe Marketo Engage Architect want to update their current scoring for web-based behaviors. One area that is highlighted for changes are the forms. The goal is to avoid using one form score, and instead use 3 score values, depending on whether the form is low (+3); medium (+7), or high value (+15).

What is the most scalable way to build these changes?
* Update the hidden Behavioral Score fields in each form to have the appropriate ‘My Token’ score for the value of the form Make sure this triggers a Score field update as well
* Build Smart Campaigns that trigger based on the appropriate form into the Scoring Program Add the appropriate score values into the ‘Change Data Value’ flow step, then switch on
* Build Smart Campaigns that trigger based on the appropriate form into the Scoring Program Add the appropriate score value ‘My Tokens’ into the ‘Change Score1 flow step, then switch on
* Update the hidden Behavioral Score fields in each form to have the appropriate score values for the value of the form Make sure this triggers a Score field update as well
Explanation

Building smart campaigns that trigger based on the appropriate form into the scoring program and adding the appropriate score value ‘My Tokens’ into the ‘Change Score’ flow step is the most scalable way to build these changes. This way, the score values can be easily updated and reused across different forms and programs.

Updating the hidden behavioral score fields in each form or using ‘Change Data Value’ flow steps are not scalable solutions as they require manual updates and duplication.

https://breadcrumbs.io/blog/marketo-lead-scoring/

NEW QUESTION 39

A marketer is in charge of marketing campaigns for a company that creates customized vinyl figurines. The marketer is launching a multi-channel campaign that will include nurture, webinars, paid social ads, virtual events, and more. The marketer creates a nurture email program that consists of a series of six emails to be sent once a week and wants to understand the impact. The target audience will be put through many campaigns.

When reporting on effectiveness or ineffectiveness of an email nurture, which two valid metrics should the marketer utilize to decide what to do next? (Choose two.)
* The number of completed calls to action, typically conversions or form fills, driven by the multi-*-* channel campaign
* The number of completed calls to action, typically conversions or form fills, driven specifically by ‘-‘ the nurture
* The number of people entering the nurture
* The number of people who unsubscribed from the nurture
* The number of MQLs that were created by the multi-channel campaign
Explanation

The two valid metrics that the marketer should utilize to decide what to do next are the number of completed calls to action, typically conversions or form fills, driven specifically by the nurture and the number of people who unsubscribed from the nurture. These metrics will help the marketer to understand the impact and effectiveness of the nurture email program, as well as to identify areas for improvement or optimization. The number of completed calls to action, typically conversions or form fills, driven specifically by the nurture will enable the marketer to measure how well the nurture emails are engaging and persuading leads to take a desired action, such as downloading a whitepaper, registering for a webinar, requesting a demo, etc. The number of people who unsubscribed from the nurture will enable the marketer to measure how well the nurture emails are retaining and satisfying leads, as well as to avoid sending unwanted or irrelevant emails.

References: https://docs.marketo.com/display/public/DOCS/Nurture+Programs

https://docs.marketo.com/display/public/DOCS/Nurture+Program+Best+Practices