

Practice Exam Questions



Adobe Marketo Engage Architect



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Exam AD0-E556

Adobe Marketo Engage Architect

Version: 3.0

[Total Questions: 50]

Question No : 1

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.)

- A. An approved Revenue Cycle Modeler
- B. A trigger for "manual transitions" in the Revenue Cycle Modeler
- C. A custom field that is enabled in Revenue Explorer
- D. A custom field that contains the first touch program name
- E. A custom field that is captured the lifecycle stage

Answer: C,E

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>

Question No : 2

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.)

- A. Create a webinar email asset in the program template that uses Velocity Scripting to populate region and industry
- B. Create a webinar email template with program tokens to populate content by region and industry
- C. Create a regional webinar program template with a consistent naming convention
- D. Create a global webinar program template that contains each region's local assets when it is cloned
- E. Create a webinar email template with snippets to populate content by region and industry

Answer: A,C

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>

Question No : 3

An Adobe Marketo Engage Architect joins a company and needs to audit a prospect engagement scoring model. The previous administrator did not properly set up or maintain the model. The Marketing and Sales teams identify all engagement elements they want the new revamped model to score on. The administrator needs to make improvements.

According to best practices, what are the three important elements for the Architect to consider when updating the scoring model? (Choose three.)

- A. Scoring tokens are in use for all scoring values in the model.
- B. The scoring for all form activities happens within the individual form Programs.
- C. The frequency of scoring is considered in the implementation of the model.
- D. All scoring triggers are held in an operational Program in Marketing Activities.
- E. Make sure only Leads are scored on this model, not the entire database.
- F. A new Channel is set up for "Scoring" and all Programs related to scoring use this Channel.

Answer: A,C,D

Explanation: The three important elements for the Architect to consider when updating the scoring model are to use scoring tokens for all scoring values in the model, to consider the frequency of scoring in the implementation of the model, and to hold all scoring triggers in an operational program in Marketing Activities. These elements will help the Architect to audit and improve the existing prospect engagement scoring model according to best practices. Using scoring tokens for all scoring values in the model will enable the Architect to easily adjust and maintain the scoring values across different campaigns and programs, instead of hard-coding them. Considering the frequency of scoring in the implementation of the model will enable the Architect to avoid over-scoring or under-scoring leads based on their actions and behaviors, and to set appropriate time frames and limits for scoring triggers. Holding all scoring triggers in an operational program in Marketing Activities will enable the Architect to centralize and organize all the scoring campaigns and assets in one place, instead of scattering them across different folders or workspaces.

References: <https://docs.marketo.com/display/public/DOCS/Scoring+Overview>

<https://docs.marketo.com/display/public/DOCS/Best+Practices%3A+Lead+Scoring>

Question No : 4

An Adobe Marketo Engage Architect is working for Too Big to Fail Co., an enterprise company that has an 8-year-old Marketo Engage instance (A). Too Big to Fail Co. recently purchased start up Treat Snack LTD, which has 100 employees and its own Marketo Engage instance (B). The Architect needs to merge the two instances and maintain business continuity. No additional budget, funding, or resources are available for the merger and migration.

The Architect needs to determine the most important actions to take for the minimum viable solution to meet the business needs. The two instances need to be merged in 3 months.

Which actions should the Architect take?

A.

- Dedupe the instance (B) database and import the leads into instance (A)
- Determine the highest-performing assets and rebuild the campaigns relevant to those assets
- Audit the instance for critical business functions
- Rebuild in instance (A)

B.

- Dedupe instance (A) database and import the leads into instance (B)
- Determine the highest-performing assets and rebuild the campaigns relevant to those assets
- Audit the instance for critical business functions
- Rebuild in instance (B)

C.

- Spin up a new instance (C)
- Dedupe leads across both instances (A and B) and import into the new instance (C)
- Audit highest-performing assets and key critical campaigns in both instances
- Rebuild in the new instance (C)

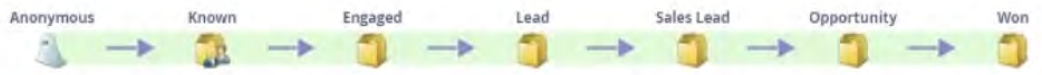
Answer: A

Explanation: The most important actions to take for the minimum viable solution are to dedupe the instance (B) database and import the leads into instance (A), determine the highest-performing assets and rebuild the campaigns relevant to those assets, audit the instance for critical business functions, and rebuild in instance (A). This is because instance (A) is older and likely has more data, assets, and integrations than instance (B), and it would be easier and faster to migrate the smaller instance into the larger one. Deduping the leads and determining the highest-performing assets are essential steps to avoid data quality issues and maintain campaign performance. Auditing the instance for critical business functions and rebuilding them in instance (A) are necessary steps to ensure business continuity and alignment. The other options are not as feasible or efficient as this one, because they involve creating a new instance or migrating the larger instance into the smaller one, which would require more time, resources, and complexity.

References: <https://docs.marketo.com/display/public/DOCS/Instance+Migration+Guide>
<https://docs.marketo.com/display/public/DOCS/Best+Practices%3A+Data+Management>

Question No : 5

Refer to the lifecycle model above.



A company wants to increase the number of leads sent to Sales. The Sales and Marketing teams need to meet quarterly conversion rate goals. These teams use the out-of-box Adobe Marketo Engage success (only) modeler. The stages are defined as:

1. Anonymous: Leads for which web activity is tracked, but whose identity is not known yet
2. Known: Leads for which we have an email address or other information that allows us to market to them
3. Engaged: Leads that have engaged us by filling out a form, clicking a link in an email, or visiting our website at least 10 times within a week
4. Lead: Leads with scores greater than 25
5. Sales Lead: Leads with scores greater than 30
6. Opportunity: Leads that also have an opportunity attached to them
7. Won: Leads that are attached to opportunities that we have closed and Won

In a meeting to discuss how to increase the amount of sales leads, someone suggests scoring leads who have clicked a link in an email with +35 points.

As the Adobe Marketo Engage Consultant, what are the effects of the lifecycle if this suggestion is implemented? (Choose two.)

- A. Conversion from Lead -> Sales Lead would increase
- B. Conversion from Opportunity -> Won would increase
- C. Conversion from Known -> Engaged would decrease
- D. Conversion from Sales Lead -> Opportunity would decrease
- E. Conversion from Sales Lead -> Opportunity would increase

Answer: A,D

Explanation: The effects of the lifecycle if this suggestion is implemented are that the conversion from Lead -> Sales Lead would increase and the conversion from Sales Lead -> Opportunity would decrease. This is because scoring leads who have clicked a link in an email with +35 points would make them jump from Known to Sales Lead in one step, bypassing the Engaged and Lead stages. This would increase the number of leads sent to Sales, but it would also decrease the quality and readiness of those leads, as they may not be truly interested or qualified for the product or service. This would result in lower conversion rates from Sales Lead to Opportunity, as well as lower sales efficiency and effectiveness.

References: <https://docs.marketo.com/display/public/DOCS/Success+Path+Analyzer>

Question No : 6

An Adobe Marketo Engage Consultant is assigned to audit an existing Marketo Engage instance. This is a 10-year-old instance. Due to high turnover within the Marketing Operations team, the team does not have the MQL assignment process documented. Marketing Operations does not have access to Salesforce. The sales team reports that they receive only 10 MQLs in a week. The Marketing team shows on average 50 MQLs in a week. The Sales team members do not get any MQL alert from Marketo Engage. They see the lead assignment only when the leads are assigned to "Sales Queue" on Salesforce. The Marketo Engage sync on Salesforce is properly configured and has write access to all standard objects and fields. While auditing Marketo Engage instance, the consultant finds the following issues:

- An average 40 leads are getting graduated to MQLs but not syncing with Salesforce. These records are already in Salesforce's lead object and belong to Hospitality Industry.
- The web-message field on the Marketo Engage form is not getting updated to Salesforce's Lead and Contact objects. The Marketo Engage Sync user has read and write access to "Web-Message" field on Lead, Contact, and Account objects.

Which two steps should the consultant perform to find the root cause? (Choose two.)

- A. Check if Marketo's Custom Object is in place
- B. Check if the Web-Message form field is mapped to Account object
- C. Check if the Custom Activities are configured properly
- D. Check if the Behavior Scoring is configured properly
- E. Check if the Custom Sync Rule is in place

Answer: B,E

Explanation: The two steps that the consultant should perform to find the root cause are to check if the Web-Message form field is mapped to Account object and to check if the Custom Sync Rule is in place. These steps will help the consultant to identify and resolve the issues that are causing leads not syncing with Salesforce or fields not getting updated. Checking if the Web-Message form field is mapped to Account object will help the consultant to verify that the field mapping is correct and consistent between Marketo Engage and Salesforce, as well as between Lead, Contact, and Account objects. Checking if the Custom Sync Rule is in place will help the consultant to verify that there are no filters or conditions that are blocking leads from syncing with Salesforce based on their industry

or other criteria.

References:

<https://docs.marketo.com/display/public/DOCS/Salesforce+Sync%3A+Overview>

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

<https://docs.marketo.com/display/public/DOCS/Custom+Sync+Filter>

Question No : 7

An Adobe Marketo Engage Architect has just hired a new person to join their team. They have been tasked with building a new lifecycle model and you work together to develop a solution. The top half of the funnel stages (Known, Engaged, MQL) will be driven by Marketo Engage where as the bottom half of the funnel will be driven by specific data value changes in salesforce. Due to this quarter's budget reasons, there were not enough funds to subscribe to Revenue Explorer or Bizible but it will be prioritized for the next fiscal year.

Which scalable approach should the Architect choose to ensure that the lifecycle model is tracking lead stage changes accurately?

- A. Build trigger logic in a program. Create a field for revenue stage and a date field for each stage to track date of entry into that field.
- B. Build trigger logic in a program. Build the triggers in the Revenue Cycle Model to listen for stage changes driven by the program.
- C. Build trigger logic within the Revenue Cycle Model.
- D. Build a program to listen to the movement driven by the Revenue Cycle Model.

Answer: C

Explanation: The scalable approach that the Architect should choose to ensure that the lifecycle model is tracking lead stage changes accurately is to build trigger logic within the Revenue Cycle Model. This approach will allow the Architect to create a lifecycle model that is driven by Marketo Engage for the top half of the funnel stages and by specific data value changes in Salesforce for the bottom half of the funnel stages, without requiring an active revenue cycle model. Building trigger logic within the Revenue Cycle Model will enable the Architect to define the criteria and conditions for each stage transition, as well as to track and measure the lead movement across the funnel stages.

References: <https://docs.marketo.com/display/public/DOCS/Revenue+Cycle+Modeler>

<https://docs.marketo.com/display/public/DOCS/Revenue+Cycle+Modeler+Best+Practices>

Question No : 8

Refer to the case study.

UNICORN FINTECH COMPANY PROFILE

Unicorn Fintech is a mobile-only financial-services startup 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 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) or 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 with any email management platform.

All campaigns to date direct respondents to a single 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?

- A.** 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
- B.** 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
- C.** 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

D. 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

Answer: B

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

Question No : 9

An Adobe Marketo Engage Architect is working for a car manufacturing company in Japan and wants to solve two problems:

1. Receiving errors when trying to integrate Marketo Engage with Salesforce's Custom Object, the custom object of Salesforce is storing the offers and gifts given to each car owner.
2. Store the periodic details of car services of owners in Marketo Engage. This will help the team to edit the records in Marketo Engage. Also, use Filter and Triggers for sending service reminders on Marketo Engage. This data at present is maintained offline in Excel.

In which two ways can the Architect solve these challenges? (Choose two.)

- A.** Problem 2: The Admin can use Marketo Engage custom activities
- B.** Problem 1: Set the user profile of the Marketo Engage sync user to Admin in Salesforce
- C.** Problem 2: The Admin can use Marketo Engage Custom object
- D.** Problem 2: The Admin can create a segmentation in Marketo Engage
- E.** Problem 1: Set the language of Marketo Engage sync user to English in Salesforce

Answer: C,E

Explanation: The two ways that the Architect can solve these challenges are to use

Marketo Engage Custom object for problem 2 and to set the language of Marketo Engage sync user to English in Salesforce for problem 1. These ways will help the Architect to integrate Marketo Engage with Salesforce's Custom Object and to store the periodic details of car services of owners in Marketo Engage. Using Marketo Engage Custom object for problem 2 will allow the Architect to create a custom object that can store the car service details of owners in Marketo Engage, as well as to use filters and triggers for sending service reminders. Setting the language of Marketo Engage sync user to English in Salesforce for problem 1 will allow the Architect to avoid errors when trying to integrate Marketo Engage with Salesforce's Custom Object, as the language mismatch can cause sync failures or data corruption.

References: <https://docs.marketo.com/display/public/DOCS/Custom+Objects+Overview>
<https://docs.marketo.com/display/public/DOCS/Salesforce+Sync%3A+Overview>

Question No : 10

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?

- A.** 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.
- B.** 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.
- C.** 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.

Answer: A

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>

Question No : 11

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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

- A.** Change any third-party form integrations into Marketo Engage or Salesforce forms to cut down on additional API usage
- B.** Change any additional Smart Campaigns with the 'Sync to SFDC workflow steps to Request Campaign that runs daily to reduce load
- C.** Change from using 'Add to Salesforce Campaign' smart campaign workflow step, and instead use the native 'Marketo Program/Campaign' sync setup
- D.** Change any additional Smart Campaigns with the 'Sync to SFDC workflow steps into batch campaigns that run daily to reduce load
- E.** Remove any additional 'Sync to SFDC Workflow steps in Smart Campaigns other than

the dedicated ones managing the sync

Answer: B,D

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/>

Question No : 12

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?

- A. Remove from Flow > Change Data Value > Add to Program > Change Score > Call Webhook
- B. Change Data Value > Change Program Status > Call Webhook > Remove from Flow > Send Email
- C. Remove from Flow > Call Webhook > Change Data Value > Change Program Status > Change Score
- D. Change Program Status > Call Webhook > Change Data Value > Send Email > Remove from Flow

Answer: B

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, as well 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>

Question No : 13

UNICORN FINTECH COMPANY PROFILE

Unicorn Fintech is a mobile-only financial-services startup 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 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) or 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 with any email management platform.

All campaigns to date direct respondents to a single 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

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- 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?

- A. Make Old Fields Hidden, Program Templates, Country Data
- B. Country Data, Make Old Fields Hidden, Program Templates
- C. Country Data, Program Templates, Make Old Fields Hidden

Answer: B

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

<https://docs.marketo.com/display/public/DOCS/Best+Practices%3A+Data+Management>
<https://docs.marketo.com/display/public/DOCS/Best+Practices%3A+Program+Templates>

Question No : 14

The marketing team at a multinational company needs to better understand their marketing effectiveness. The team is planning for the next fiscal year and must decide how to allocate budget to the various marketing channels. Spending must be cut by \$1,000,000. The team needs to decide what they are not going to do next year. By using program analyzer, extracting the information, and populating an Excel sheet, the team is able to analyze the following data.

	Cost	FT Pipeline	Ft Pipeline/C	MT Pipeline	MT Pipeline/Cost
Webinars	\$500,000	\$1,500,000	3	\$10,000,000	20
Paid Social	\$1,000,000	\$2,000,000	2	\$4,000,000	4
Tradeshows	\$2,000,000	\$12,000,000	6	\$10,000,000	5

Based on the data from this year's marketing metrics, which conclusion can be made to help make decisions for next year?

- A.** Tradeshows returns the greatest ROI for acquiring new names, and webinars return the greatest ROI for engaging people down the funnel. Due to paid social performance, the marketing team decides to cut back on spend by \$1 million and opts not to do any paid social campaigns.
- B.** Paid social is performing the best on average for both acquiring new names and engaging with people down the funnel to generate pipeline. The team needs to cut \$333,333 in each channel to spread out the cutbacks.
- C.** Webinars provide the best ROI for acquiring new names because of the low cost. Tradeshows provide the least ROI because of the high cost. To help the company save money without sacrificing returns, they need to cut Tradeshows by \$1 million.

Answer: C

Explanation: The conclusion that can be made based on the data from this year's marketing metrics is that webinars provide the best ROI for acquiring new names because of the low cost, and tradeshows provide the least ROI because of the high cost. To help the company save money without sacrificing returns, they need to cut tradeshows by \$1 million. This conclusion can be derived from analyzing the data in terms of cost per acquisition (CPA), return on investment (ROI), and budget allocation. Webinars have the lowest CPA (\$10) and the highest ROI (900%) among all channels, which means they are the most efficient and effective way to acquire new names. Tradeshows have the highest CPA (\$100) and the lowest ROI (100%) among all channels, which means they are the least efficient and effective way to acquire new names. Tradeshows also have the largest budget allocation (\$1 million) among all channels, which means they are consuming a lot of resources without generating much value. Therefore, cutting tradeshows by \$1 million will help the company reduce costs and increase returns.

References: <https://docs.marketo.com/display/public/DOCS/Program+Analyzer>
<https://docs.marketo.com/display/public/DOCS/Program+ROI>

Question No : 15

A company has the native Adobe Marketo Engage sync with Microsoft Dynamics in place. The business consistently exceed their database limits. It needs to limit database growth and remove certain records from Marketo Engage.

Which two actions should the Marketing Operations team recommend to solve this issue? (Choose two.)

- A.** Delete any Leads or Contacts from Marketo Engage in the sync with no email address or invalid '-' email address
- B.** Work with the Dynamics CRM admin to hide certain records that should not be in the sync using '-' the Dynamics "inactive" functionality
- C.** Design an inactive monitoring process using scoring and have them removed from the sync by '-' Dynamics using the Custom Sync Filter functionality
- D.** Block unwanted Leads and Contacts from the sync based on a set criteria using the Custom *-* Sync Filter functionality
- E.** Block inactive Leads and Contacts from the sync using the Custom Sync Filter functionality

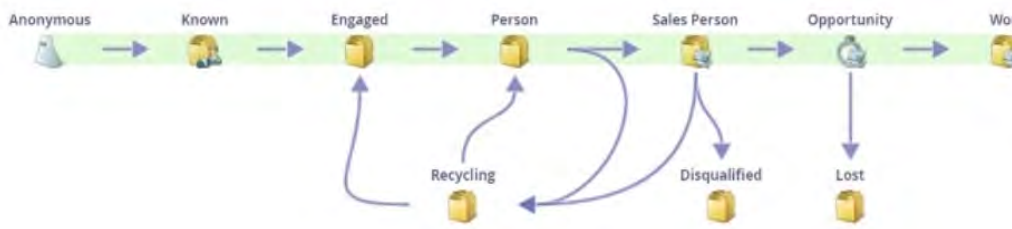
Answer: A,D

Explanation: The two actions that the Marketing Operations team should recommend to solve this issue are to delete any Leads or Contacts from Marketo Engage in the sync with no email address or invalid '-' email address and to block unwanted Leads and Contacts from the sync based on a set criteria using the Custom - Sync Filter functionality. This is because these actions will help limit database growth and remove certain records from Marketo Engage by eliminating records that are not valid or useful for marketing purposes and preventing records that do not meet certain criteria from being synced. The other options are not as effective as these two, because they either rely on Dynamics functionality that may not be available or consistent, or they do not address the issue of database limits.

References:

<https://docs.marketo.com/display/public/DOCS/Microsoft+Dynamics+Sync%3A+Overview>

<https://docs.marketo.com/display/public/DOCS/Custom+Sync+Filter>

Question No : 16

Refer to the lifecycle model above.

A company wants improve the efficiency of its sales follow-up and enhance its velocity reporting across the funnel. The company currently uses the out-of-box Adobe Marketo Engage success with detours modeler. The stages are defined as:

1. Anonymous: Leads whose web activity is tracked, but whose identity is not known yet
2. Known: Leads for whom we have an email address or other information that allows us to market to them
3. Engaged: Leads that have engaged us by filling out a form, clicking a link in an email, or visiting our website at least 10 times within a week
4. Lead: Leads with scores greater than 25
5. Sales Person: Leads with scores greater than 30
6. Opportunity: Leads who also have an opportunity attached to them. The Max Age is set to 7 days before it moves to "Lost".
7. Won: Leads who are attached to opportunities that we have closed and Won
8. Recycling: People with scores below 25 that need to be nurtured
9. Disqualified: People who are not a fit for our products and services and we no longer want to market to them
0. Lost: People who are attached to opportunities that we have lost

Once leads reach the "Sales Person" stage, 50% of them do not get followed up by Sales until 7 days later. The Sales leader wants a salesperson to follow up with leads within 4 days.

Which two modifications should the Adobe Marketo Engage Consultant make to the lifecycle model to achieve these goals? (Choose two.)

- A.** Modify the "Opportunity" stage and update the Max Age from 7 days to 4 days
- B.** Add an additional stage between "Opportunity" and "Won". Set type to SLA and set Max Age to 3 '-' days

- C. Add an additional stage between "Sales Person" and "Opportunity". Set type to SLA and set Max 1 ' Age to 3 days
- D. Modify the Sales Person" stage from Type: Gate to Type: SLA and set Max Age to 4 days
- E. Modify the "Sales Person" stage from Type: Inventory to Type: SLA and set Max Age to 4 days

Answer: C,D

Explanation: The two modifications that the Adobe Marketo Engage Consultant should make to the lifecycle model to achieve these goals are to add an additional stage between "Sales Person" and "Opportunity" and to modify the Sales Person stage from Type: Gate to Type: SLA. These modifications will help the company to improve the efficiency of its sales follow-up and enhance its velocity reporting across the funnel, as well as to ensure that a salesperson follows up with leads within 4 days. Adding an additional stage between "Sales Person" and "Opportunity" will enable the Consultant to create a separate stage for leads that are being worked by Sales but have not yet become opportunities, as well as to measure the conversion rate and velocity of this stage. Setting type to SLA and setting Max Age to 3 days for this stage will enable the Consultant to define a service level agreement (SLA) between Marketing and Sales, as well as to monitor and measure the compliance and performance of Sales. Modifying the Sales Person stage from Type: Gate to Type: SLA will enable the Consultant to specify the maximum time that a lead can stay in the Sales Person stage before it is moved to another stage or marked as non-compliant. Setting Max Age to 4 days for this stage will enable the Consultant to align with the Sales leader's goal of following up with leads within 4 days.

References: <https://docs.marketo.com/display/public/DOCS/Revenue+Cycle+Modeler>
<https://docs.marketo.com/display/public/DOCS/Revenue+Cycle+Modeler+Best+Practices>

Question No : 17

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.)

- A. The number of completed calls to action, typically conversions or form fills, driven by the

multi-*-* channel campaign

- B.** The number of completed calls to action, typically conversions or form fills, driven specifically by '-' the nurture
- C.** The number of people entering the nurture
- D.** The number of people who unsubscribed from the nurture
- E.** The number of MQLs that were created by the multi-channel campaign

Answer: B,D

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>

Question No : 18

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 Architect take to make sure emails reach people in their database? (Choose two.)

- A.** Make marketing emails operational so people who have unsubscribed continue to receive ^ communications
- B.** Implement communication limits so people receive fewer emails
- C.** Work with the marketing team to decrease the number of email sends per month
- D.** Create a "marketable" smart list to include on every send that excludes multiple soft bounces
- E.** Decrease behavior scores when someone unsubscribes from an email