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Topic Break Down

Topic	No. of Questions
Topic 1, Marketing Activities	48
Topic 2, Lead Management	19
Topic 3, Design Studio	14
Topic 4, Analytics	14
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QUESTION NO: 1

What are the components of an Engagement Program Dashboard? (Choose three.)

A. Engagement Over Time

B. Clicks

C. Pending sends

D. Engagement Score

E. Highest Engagement

F. Membership ROI

ANSWER: A D E

Explanation:

An Engagement Program Dashboard provides a high-level view of how members are interacting with the content delivered through an engagement program. **Engagement Over Time** is a dashboard visualization that tracks engagement trends across time, helping marketers identify whether audience interaction is increasing, declining, or changing after particular casts or content updates. **Engagement Score** is a central dashboard metric that summarizes the audience's level of interaction with the program's content. It gives marketers a quick indication of the program's overall engagement health without requiring them to inspect individual casts manually. **Highest Engagement** identifies the people or segments demonstrating the greatest interaction, allowing marketers to recognize highly responsive members and use that insight for targeting, sales follow-up, or program optimization. Together, these dashboard components provide both an overall measurement of engagement and useful trend and audience-level context. Marketo engagement programs are designed to nurture people through content streams over time, and the dashboard supports monitoring that activity and its results. See Adobe's Engagement Program Overview and the Marketo documentation for The Engagement Dashboard.

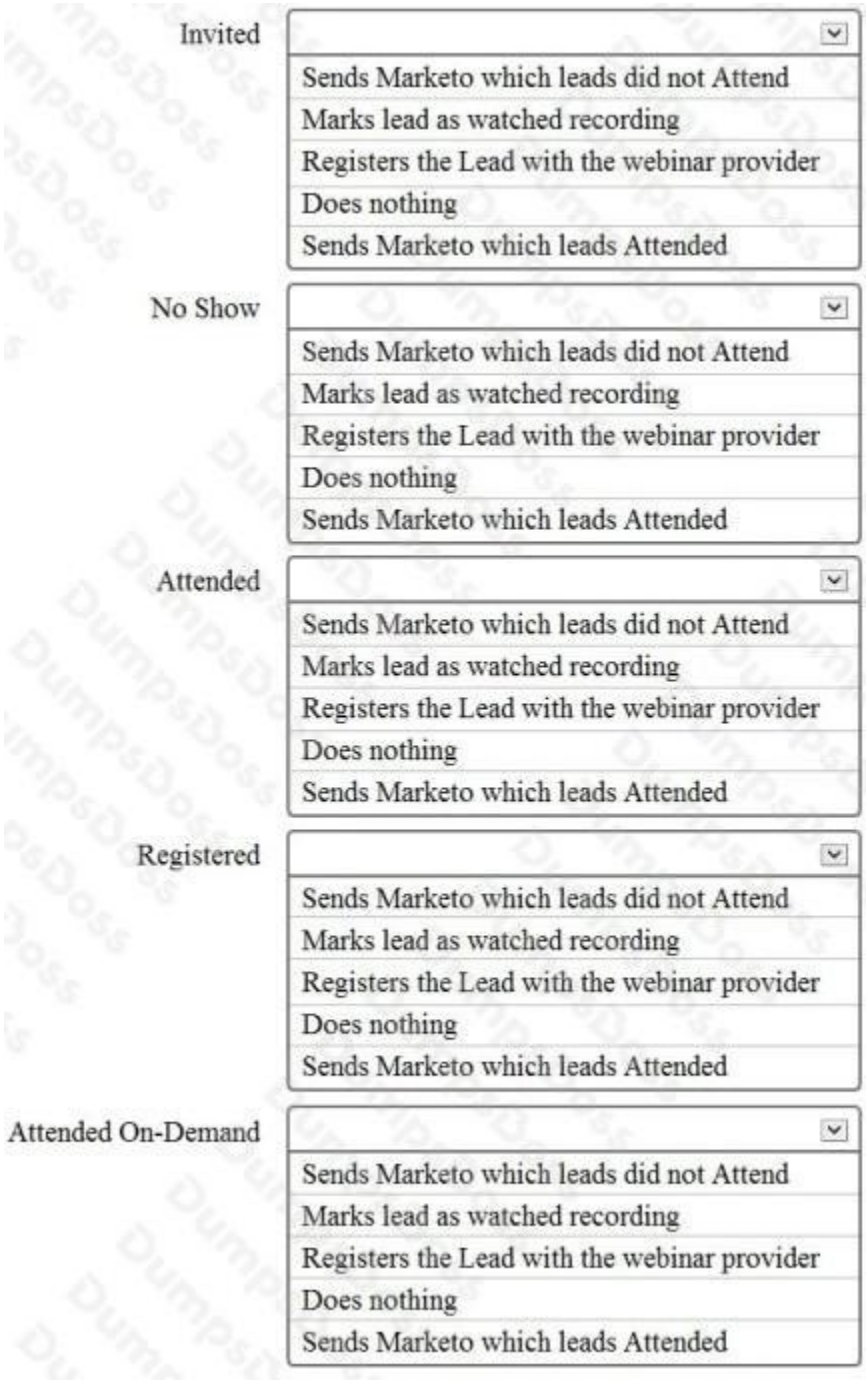
QUESTION NO: 2 - (HOTSPOT)

HOTSPOT

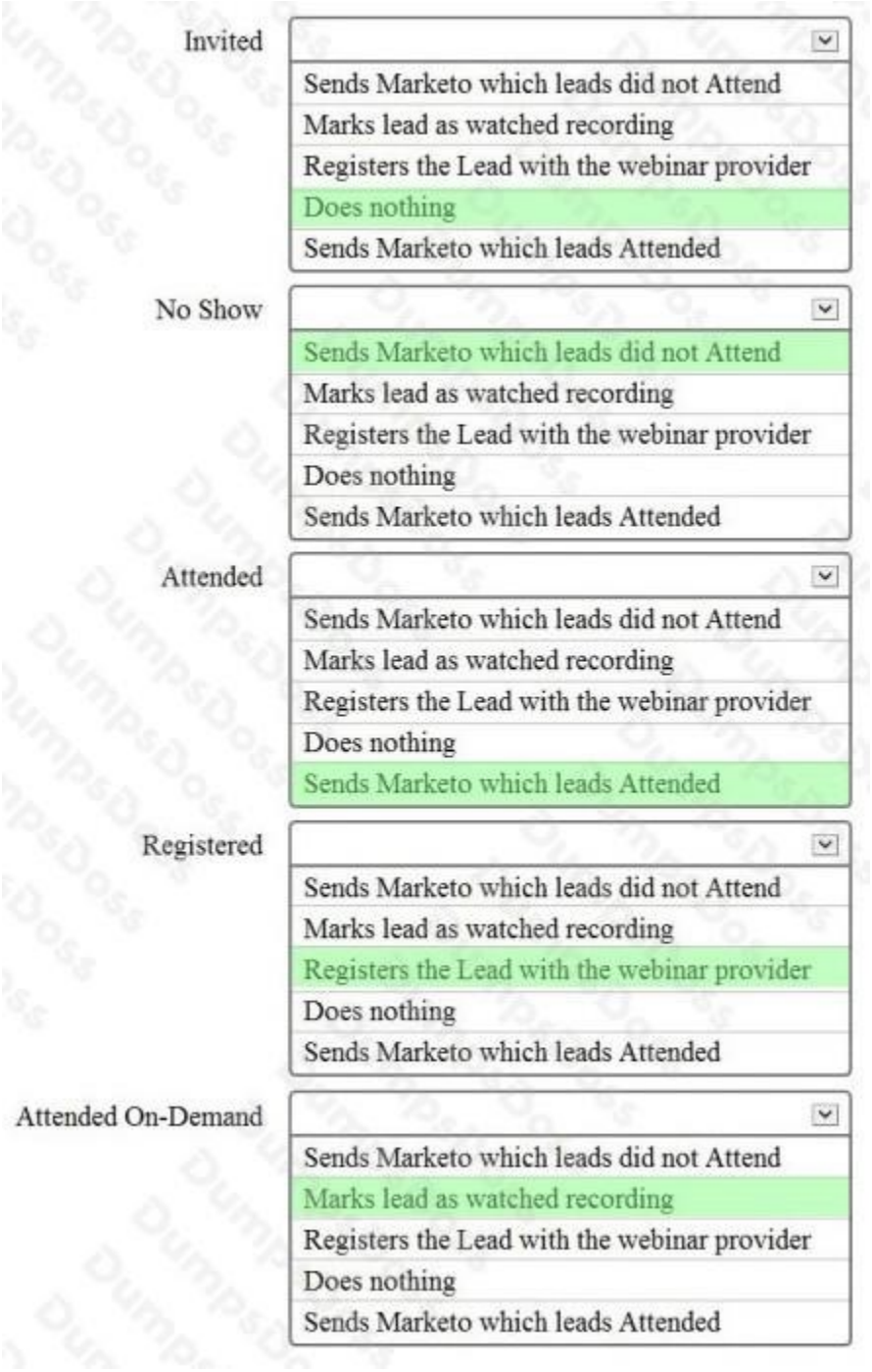
Match each Webinar Program Status with its effect on the webinar provider or Marketo.

Answer options may be used more than once or not at all.

Hot Area:


Invited
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended
No Show
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended
Attended
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended
Registered
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended
Attended On-Demand
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

ANSWER:



Explanation:

Webinar Program Statuses are used to control both the participant lifecycle within Marketo and the information exchanged with the connected webinar service. The correct mapping reflects the point in the event journey at which each action is meaningful. An invited person is simply someone Marketo has identified as a potential attendee; no registration has been submitted and no attendance behavior exists yet. Therefore, the Invited status does nothing.

When a person reaches Registered, Marketo sends that person's registration to the webinar provider. This is the status that establishes the person as a registrant in the provider's system. After the live event, the provider returns participation information to Marketo. The Attended status represents that returned attendance data, so it sends Marketo which leads attended. Similarly, No Show represents registrants who did not participate in the live event, so it sends Marketo which leads did not attend.

For on-demand event engagement, Attended On-Demand records that the person watched the event recording. Marketo uses this status to mark the lead as having watched the recording, providing an appropriate engagement and progression signal for follow-up campaigns. These distinctions let Smart Campaigns, reporting, and program membership accurately represent registration, live attendance, absence, and recording consumption. Adobe's Marketo documentation describes webinar event integration and the role of program membership statuses in tracking registrants and attendance: Program Statuses for Webinars and Understanding Webinar Events.

QUESTION NO: 3

Kurt is creating a new program for an upcoming webinar initiative. He needs to ensure that every person who fills out the registration form will receive a unique login URL via email. Which three steps must Kurt complete in order to accomplish this? (Choose three.)

A. Add a new My Token to the program called {{my.webinar URL}}

B. Create a smart campaign using the Fills Out Form trigger

C. Create a smart campaign using the Send Alert flow step

D. Change the form settings to operational

E. Create an email that includes the {{member.webinar URL}} token

F. Change the email settings to operational

G. Create an email that includes the {{webinar.link URL}} token

ANSWER: B E F

Explanation:

A smart campaign using the Fills Out Form trigger is needed to identify each person at the moment they submit the webinar registration form. This creates the automated entry point for the registration-confirmation process, allowing the program to respond individually to every registrant. The confirmation email must include the {{member.webinar URL}} token. Marketo resolves this member-level token for the individual's event-program membership, providing the personalized webinar login or join URL supplied through the webinar event integration. The email should be set as operational so that this transactional registration communication can be delivered regardless of the person's marketing-email subscription status or communication limits. In the campaign flow, Kurt would also send this operational email to the qualified person after form submission. Together, form-triggered automation, the member webinar URL token, and operational-email treatment support reliable delivery of each registrant's unique webinar access link. See Adobe's guidance on Marketo event actions and operational emails.

QUESTION NO: 4

An engagement program has a group of leads that a marketer no longer wants to send emails.

Removing leads from the program also causes which data to be removed?

A. Email performance

B. Changes to the engagement program cadence

C. Lead score

D. Contribution to the engagement score

ANSWER: D

Explanation:

Contribution to the engagement score is correct. An engagement program's Engagement Score is an aggregate measure calculated from the engagement behavior of people who are members of the program. Each member's recorded interactions with the program's content, such as email engagement, can contribute to the score displayed for that engagement program. When a person is removed from the engagement program, Marketo removes that person's membership from the program and no longer includes the person's contribution in the program-level Engagement Score calculation. Consequently, the displayed score can change after a group of leads is removed, particularly when those leads had substantial engagement activity or inactivity.

This behavior is important when evaluating an engagement program's results. Membership changes alter the population represented by the score, so marketers should consider removals when comparing score trends over time or assessing

stream performance. Removing people is appropriate when they should no longer receive content through the program, while the resulting Engagement Score reflects the engagement of the people who remain members. Adobe's engagement-program documentation describes how engagement programs manage members and streams, and its program reporting guidance explains the role of engagement metrics: Adobe Experience League: Engagement Program Overview and Adobe Experience League: Engagement Program Performance Report.

QUESTION NO: 5

A marketer needs to change webinar members from Registered to Attended after the event.

Which two methods can be used to update the member status? (Choose two.)

A. Use the Change Program Status flow action

B. Update the member status from the program's Members tab

C. Change the person's Acquisition Program field

D. Change the person's Lead Score field

E. Approve the webinar email again

ANSWER: A B

Explanation:

Use the Change Program Status flow action and **update the member status from the program's Members tab** are both valid methods. A Smart Campaign using Change Program Status is appropriate when attendance data is received through an event integration, list import, or defined Smart List criteria. The flow action can update eligible program members at scale.

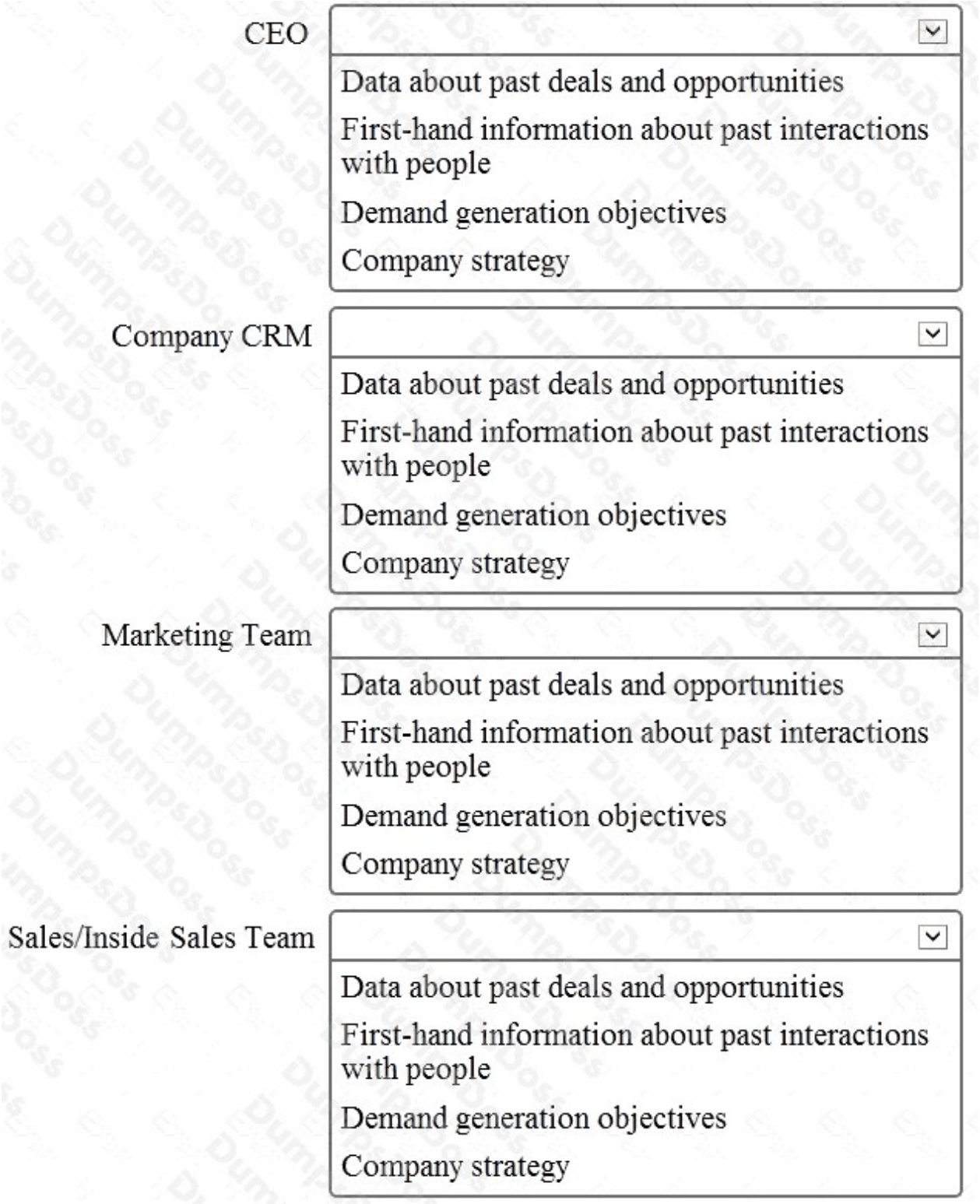
For an individual or small number of people, a marketer can also update status manually from the program's Members tab. In both approaches, the status must be one that is available in the program channel. See Adobe's guidance on Change Program Status and managing program members.

QUESTION NO: 6 - (SIMULATION)

A company has never done lead scoring before and wants to build a scoring model.

Match each stakeholder to the most appropriate type of insight the stakeholder can provide during model development.

Answer options may be used more than once or not at all.



ANSWER: See the explanation for the answer

Explanation:

Correct stakeholder-to-insight matches:

CEO: Company strategy
Company CRM: Data about past deals and opportunities
Marketing Team: Demand generation objectives
Sales/Inside Sales Team: First-hand information about past interactions with people

These sources collectively provide strategic alignment, historical conversion data, marketing goals, and sales-team qualitative feedback needed to establish an initial lead-scoring model.

QUESTION NO: 7

The following token is added to the text of an email: {{lead.First Name:default=there}}.

What is the purpose of the text ":default=there"?

A. To avoid an error message from showing if the field Company is empty

B. To display "there" in the email if the field First Name is empty

C. To avoid an error message from showing if the field First Name is empty

D. To populate the first name field with "there" if the field First Name is empty

ANSWER: B

Explanation:

The purpose of `:default=there` is to supply fallback text at email-rendering time when the person's First Name value is empty or unavailable. Thus, an email greeting that uses `{{lead.First Name:default=there}}` can render naturally as, for example, "Hello there," for people whose First Name has not been captured, while people with a populated First Name see their own value instead. The default value is part of the token syntax and is used only for the rendered email content; it does not update, populate, or otherwise change the First Name value stored on the person record. This is a standard use of Marketo email personalization tokens to ensure a message remains readable and personable even when lead data is incomplete. Marketo documents that tokens can include default values to display when the referenced field has no value. See Adobe's Using Tokens documentation and its Personalization Tokens guidance.

QUESTION NO: 8

What is required if a marketing manager wants to send one email to two segments, but the header image will be different for each segment?

A. System tokens

B. Smart lists

C. An approved snippet

D. An approved segmentation

ANSWER: D

Explanation:

An approved segmentation is required because Marketo uses segmentations as the basis for email dynamic content. After defining the two mutually exclusive audience segments and approving the segmentation, the marketing manager can make the header-image element dynamic in the email editor. Marketo then presents a version of that element for each segment, allowing the manager to select or add the appropriate image for each audience while retaining one email asset and one send.

Approval is important because only an approved segmentation can be selected when configuring dynamic content. At send time, Marketo evaluates each person against the segmentation and renders the image version assigned to that person's segment. This supports audience-specific visual treatment without creating duplicate emails or separate email programs. The segmentation should be designed so that each recipient qualifies for one segment, with a default content version available where appropriate. Marketo's documentation describes how segmentation organizes people into mutually exclusive groups and how those groups can drive dynamic email content. See Understanding Segmentations and Make an Element Dynamic.

QUESTION NO: 9

Given the following message to the sales team:

“John Smith filled out form “Chicago Tradeshow” on October 11, 2013”

Which three types of tokens are most efficient to create this message on an alert? (Choose three.)

A. System token

B. Trigger token

C. Company token

D. Email script token

E. Member token

F. Lead token

ANSWER: A B F

Explanation:

Use a lead token, a trigger token, and a system token to build this alert efficiently. A lead token supplies the person-specific information, such as the first and last name needed for “John Smith.” A trigger token supplies data from the event that caused the Smart Campaign to run. In a form-fill alert, this can dynamically insert the name of the submitted form, such as “Chicago Tradeshow,” without maintaining a separate alert for every form. A system token supplies the date or time at which Marketo processes and sends the alert, making it suitable for the date portion of an immediate operational notification. Together, these token types keep the email reusable: the same alert content can identify the person, identify the triggering form activity, and include the relevant send-date context for each execution. Marketo supports lead, trigger, and system token categories for dynamic personalization and operational message content. For token syntax and supported token categories, see Adobe’s Using Tokens Overview. For information on alerts sent from Smart Campaign flow steps, see Send Alert.

QUESTION NO: 10

Which type of leads will receive a non-operational email?

A. Marketable leads

B. Marketing suspended leads

C. Blacklisted leads

D. Unsubscribed leads

ANSWER: A

Explanation:

Marketable leads will receive a non-operational email. In Marketo, non-operational emails are standard marketing communications, such as promotional emails, newsletters, event invitations, and nurture messages. Marketo evaluates each person’s email eligibility before delivery and sends these communications only to people who are marketable under the instance’s email-permission rules.

“Marketable” represents the appropriate audience state for ordinary marketing email delivery: the person has a deliverable email address and remains eligible to receive marketing communications. This distinction matters when building Smart Campaigns and Email Programs because a qualified person in a campaign’s Smart List is not automatically sent an email unless Marketo also considers that person marketable at send time. Marketers should therefore use non-operational emails for communications that are promotional or consent-based and rely on Marketo’s marketability checks to protect email preferences and sending compliance.

For Marketo’s delivery decision rules, see How Does Marketo Decide Whether a Person Receives Email or Not?. Adobe’s product documentation also describes the distinction between operational and non-operational emails.