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**Exam** : **AD0-E560**

**Title** : Adobe Marketo Engage  
Architect Master

**Version** : DEMO

1.Which metric is most relevant for tracking lifecycle changes in Marketo?

- A. Program Success Rate
- B. Lead Conversion Rate
- C. Stage Velocity
- D. Email Open Rate

**Answer: C**

2.Which groups typically require customized training in Marketo? (Choose two)

- A. IT Administrators
- B. Sales Executives
- C. Data Analysts
- D. Marketing Specialists

**Answer: AD**

3.A marketing operations manager has inherited an 8-year-old Marketo instance. During an audit, they discover that each region has their own naming standards, and often marketers will create unique program names like "Mario Dec13 Sales Event - OLD DO NOT USE". Reporting is inaccurate and often requires extensive filtering to get simple results.

In order to create consistent program organization rules, what is the recommended best practice for program naming schemes?

A. [YY]-[MM]-[Optional DD] [Description]

Example:

24-02-14 Product release Webinar

B. [Program type] [YYYY]-[MM]-[Optional DD] [Description]

Example:

WBN 2024-02-14 Product release

C. [Description] [Program type] [YYYY]-[MM]-[DD]

Example:

Product release WBN 2024-02-14

D. Use a unique identifier for each program without following a standardized structure

**Answer: B**

4.Which integrations are commonly used with Marketo? (Choose two)

- A. CRM integrations
- B. Social media posting tools
- C. Manual lead imports
- D. Predictive analytics tools

**Answer: AD**

5.What is a potential challenge when integrating a third-party analytics tool with Marketo?

- A. Data enrichment capabilities
- B. Data mapping discrepancies
- C. Limited campaign templates
- D. High email bounce rates

**Answer: B**