



Adobe Marketo Engage

Configuring and Managing Marketo

Course description: *Configuring and Managing Marketo* is designed to give participants a firm foundation in the key areas of Marketo administration that every admin needs to know. In this course, you'll learn how to use admin tools to configure the settings of a Marketo instance. You'll also review tips and best practices for managing and monitoring an instance on a regular basis.

Product features covered: This course covers the out-of-the-box admin features of Marketo Engage. Not all Marketo users will have access to these features in their instance.

Best for: Marketing operations personnel who manage one or more Marketo instances. Prior to attending this course, it is recommended that you attend Marketo Core Concepts I and Marketo Core Concepts II.

Recommended prerequisites:

- Marketo Core Concepts I
- Marketo Core Concepts II

Duration: 3 hours

Format: This course includes lecture and a quiz for an interactive experience. It does *not* include hands-on activities.

Learn to:

- Establish security standards
- Create roles and assign them to users
- Configure domains and settings for emails and landing pages
- Create channels and tags
- Manage fields in the database
- Add and manage LaunchPoint™ services
- Check system status and notifications
- Use the audit trails
- Investigate programs and campaigns
- Ensure compliance with instance governance
- Check data integrity
- Automate data management

Course materials

- Configuring and Managing Marketo Student Guide

Start Learning Today

Global (except EMEA): 877-722-7088 (phone) • 801-406-4566 (fax) • adls@adobe.com
EMEA: phone +44 (0)1784 476556, ext 256 • fax +44 (0) 1784 476501 • adlsemea@adobe.com

learning.adobe.com