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Question: 1

Which two asset types can be used in an engagement program stream? (Choose two.)

- A. Program
- B. Report
- C. Email
- D. Landing page
- E. Social button

Answer: A

Explanation:

Reference: <https://docs.marketo.com/display/public/DOCS/Understanding+Engagement+Programs>

Question: 2

In which two ways can a marketer avoid a spamtrap? (Choose two.)

- A. Establish a direct Opt-in process for all leads
- B. Email leads who have been inactive for more than 6 months
- C. Purge the database of inactive leads
- D. Purchase lists from data vendors

Answer: A

Explanation:

Reference: <https://nation.marketo.com/t5/Knowledgebase/What-is-a-spamtrap-and-why-do-they-matter/ta-p/248282>

Question: 3

A marketer wants to create a Program Performance Report that shows the performance for all programs targeting a certain geographic region.

What would be the best way to accomplish this?

- A. Add a custom column to the Program Performance Report.
- B. Use a custom tag as a filter on the setup tab of the Program Performance Report.
- C. Use a filter on the smart list of the Program Performance Report.
- D. Use the drill down feature of the Program Performance Report.

Answer: B

Question: 4

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,D

Explanation:

Reference: <https://nation.marketo.com/t5/Product-Documents/How-Does-Marketo-Decide-Whether-a-Person-Receives-Email-or-Not/ta-p/250309>

Question: 5

A marketer is creating an autoresponder email to send a link to a piece of content.

What is an incorrect use of a token?

- A. A text token for the link to a displayed image
- B. A text token for the link to the content
- C. A lead token for the lead's first name
- D. A styled rich text token for the subject line.

Answer: B

Question: 6

Given the Active Lead Model program:

The screenshot shows the Marketo interface for an Active Lead Scoring Model. On the left is a sidebar with a tree view of 'Marketing Activities...'. The 'Active Lead Scoring Model' is selected. The main panel has tabs for 'Active Lead Scoring Model', 'Assets', 'Setup', and 'My Tokens'. Below the tabs are buttons for 'New', 'Program Actions', 'Edit Token', and 'Delete Token'. A message states: 'These tokens can be referenced using this naming convention: {{my.My Token}}'. Below this is a table of tokens.

Ty...	Token Name	Value
Local (5 Tokens)		
★	{{my.B - Video - 100 Percent}}	+16
★	{{my.B - Video - 25 Percent}}	+2
★	{{my.B - Video - 50 Percent}}	+4
★	{{my.B - Video - 75 Percent}}	+8
★	{{my.B - Video - Played}}	+1
Inherited (44 Tokens)		
★	{{my.B - Clicks Link in Any Email}}	+10
★	{{my.B - Clicks Link in Any Sales Email}}	+15
★	{{my.B - Downloads Early Stage Cont...	+10
★	{{my.B - Email Bounces}}	-25
★	{{my.B - Fills Out Contact Us Form}}	+50

From where are the tokens inherited?

- A. Behavioral Scoring folder
- B. Lead Scoring folder
- C. z_Archive folder
- D. Active Lead Scoring Model program

Answer: A,B,C

Explanation:

Reference: <https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Targeting-Personalization/bc-p/243024>

Question: 7

A colleague reviewed a Marketo program setup and noticed that one of the landing page URLs is not SEO-friendly and needs to be changed.

How can the URL of the landing page be changed?

- A. URL Tools > Edit URL Settings
- B. Landing Page Editor > Change URL
- C. URL Builder > SEO URL
- D. Rename URL > SEO link

Answer: A,C,D

Explanation:

Reference: <https://docs.marketo.com/display/public/DOCS/Change+the+Landing+Page+URL>

Question: 8

Which two statements differentiate smart lists from segmentations? (Choose two.)

- A. A lead can exist in multiple segments within the same segmentation.
- B. Smart lists can only generate information on the lead for the past 90 days.
- C. A lead can exist in multiple smart lists.
- D. Snippets can be dynamically changed based on segmentation.
- E. Snippets are created from smart lists.

Answer: C,D

Question: 9

A marketing and sales organization agrees on a service level agreement for prospects who request demos through Marketo landing pages. The marketing department is tasked with building a Smart Campaign that sends an immediate auto-reply email to the prospect, and 30 minutes afterwards, sends an email notification to the lead owner.

What is the correct order in the Smart Campaign flow setup?

- A. Send Alert > Wait 30 Minutes > Send Email
- B. Send Email > Wait 30 Minutes > Send Alert
- C. Send Alert > Wait 30 Minutes > Send Alert
- D. Send Email > Wait 30 Minutes > Send Email

Answer: A,B,C,D

Explanation:

Reference: <https://docs.marketo.com/display/public/DOCS/Email+Auto-Response>

Question: 10

A marketer has a global form that is used on five white-paper landing pages.

How can the marketer determine which leads filled out the form on a specific landing page?

- A. Create a Landing Page Performance Report
- B. Create a smart list using the filter "Visited Web Page" with the constraint of "Form = True"
- C. Create a smart list using the filter "Filled out form" with the constraint of "Web Page"
- D. Create a form submission list in the Design Studio

Answer: A,B,C

Explanation:

Reference: <https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Analytics-Reporting/bc-p/242885>

Question: 11

By using tokens in an email, a marketer wants to make an email more relevant to a list of 253 recipients from different organizations.

What is an incorrect use of tokens in this situation?

- A. Lead token for a Custom Field value
- B. System token for the Unsubscribe Link
- C. My token for a lead's Company Name
- D. System token for the Web View Link

Answer: B

Question: 12

A lead is deemed sales ready.

What is an appropriate method to communicate this to sales?

- A. Update lead acquisition program
- B. Send the lead an alert
- C. Update lead status
- D. Marketing suspend the lead

Answer: A,C

Explanation:

Reference: <https://nation.marketo.com/t5/Certification-Study-Group/Certification-Question/gpm-p/225351>

Question: 13

What is the difference between hard bounces and soft bounces?

- A. A hard bounce happens when an email is rejected by a spam filter; a soft bounce means an email address is invalid.
- B. A hard bounce renders a lead email address invalid; a soft bounce gets automatically resolved within a few days.
- C. A soft bounce renders a lead email address invalid; a hard bounce gets automatically resolved within a few days.
- D. A soft bounce happens when an email is rejected by a spam filter; a hard bounce means an email address is invalid.

Answer: A,B,C,D

Explanation:

Reference: <https://docs.marketo.com/display/public/DOCS/Hard+and+Soft+Bounces+in+Email>

Question: 14

A marketer has created a Smart Campaign with the Flow displayed in the screenshot:

The screenshot shows a '1 - Change Data Value' flow configuration. It includes an 'Add Choice' button and four choice configurations:

- Choice 1:** If: Country is Belgium, Attribute: Region, New Value: Europe.
- Choice 2:** If: Job Title is Engineer, Attribute: Profile Type, New Value: Construction.
- Choice 3:** If: Business Role is Marketing, Attribute: Topics Of Interest, New Value: Advertisement.
- Default Choice:** Attribute: -- Do Nothing --, New Value: Select...

Which attribute(s) will be updated if a Lead is running through the Flow and all Choices except the Default Choice would match?

- A. The attribute 'Topics of Interest' will be updated. 'Region' & 'Profile Type' won't get an update.
- B. All attributes will be updated.
- C. The attribute 'Region' will be updated. 'Profile Type' & 'Topics of Interest' won't get an update.
- D. The attribute 'Profile Type' will be updated. 'Region' & 'Topics of Interest' won't get an update.

Answer: D

Question: 15

HOTSPOT

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.

CEO

Data about past deals and opportunities

First-hand information about past interactions with people

Demand generation objectives

Company strategy

Company CRM

Data about past deals and opportunities

First-hand information about past interactions with people

Demand generation objectives

Company strategy

Marketing Team

Data about past deals and opportunities

First-hand information about past interactions with people

Demand generation objectives

Company strategy

Sales/Inside Sales Team

Data about past deals and opportunities

First-hand information about past interactions with people

Demand generation objectives

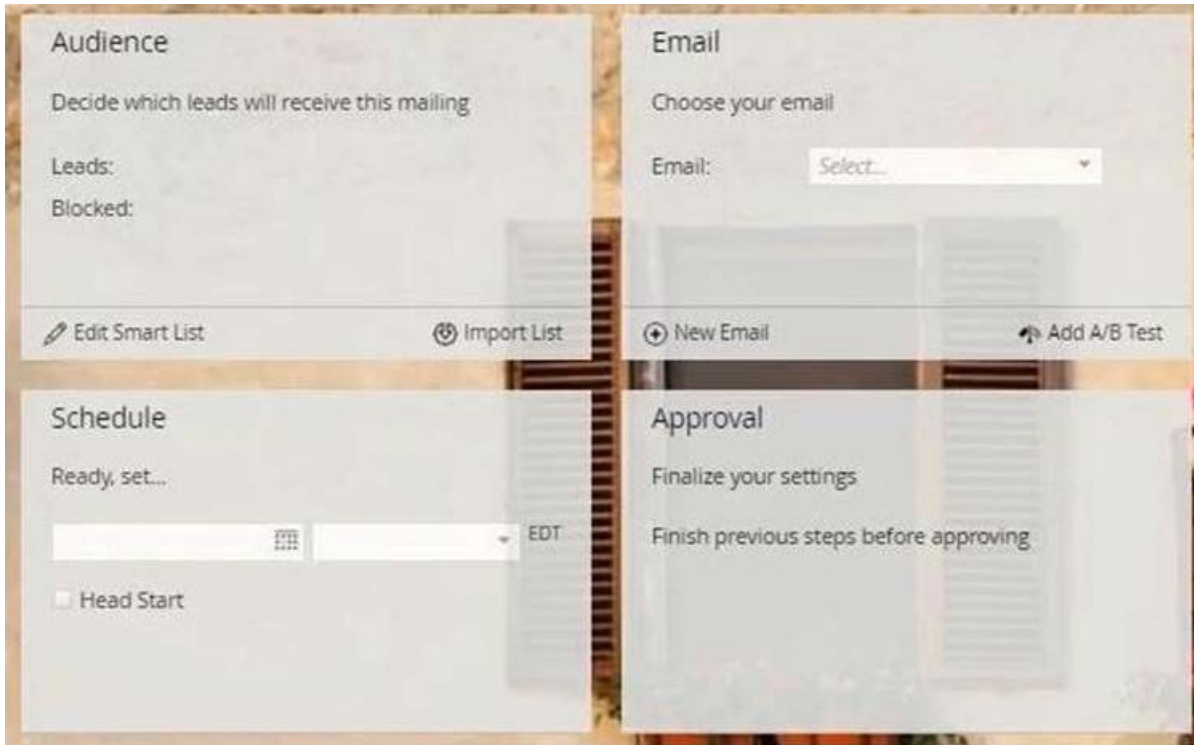
Company strategy

Answer: D

Question: 16

The marketing department of a technology company believes the use of "Servers" in the subject line will increase open rates of an email. To prove this, an A/B test will be utilized.

Given the screenshot:



In which component of the Control Panel will the schedule for the email be set?

- A. Add A/B Test
- B. Schedule
- C. New Email
- D. Edit Smart List

Answer: A,C

Explanation:

Reference: <https://gosolomon.com/mce-study-guide-program-fundamentals/>

Question: 17

Which two behaviors can be tracked with Munchkin code? (Choose two.)

- A. Web page visits
- B. Web page clicks
- C. Social media activity
- D. Web page bookmarks
- E. Average time spent on site

Answer: A

Explanation:

Reference: [https://docs.marketo.com/display/public/DOCS/Add+Munchkin+Tracking+Code+to+Your+ Website](https://docs.marketo.com/display/public/DOCS/Add+Munchkin+Tracking+Code+to+Your+Website)

Question: 18

The email marketing manager wants to reset the score for all leads who have been unengaged.

Which value in the CHANGE SCORE Flow Step will reset the leads's score?

- A. -100
- B. {{System.Reset}}
- C. Reset
- D. = 0

Answer: A,C,D

Explanation:

Reference: <https://nation.marketo.com/t5/Product-Discussions/Change-Score-Flow-vs-Change-Data-Value-Lead-Score/m-p/190403>

Question: 19

By completing a form on the website, a lead is indicating interest in exploring the company products and solutions and is deemed sales ready.

How can this be communicated to sales?

- A. Use a Trigger Campaign to Send Alert
- B. Use a Trigger Campaign to Send Email
- C. Create a Lead Performance report for sales
- D. Change the Lead Score for the lead

Answer: D

Question: 20

A marketer wants to identify duplicate leads using the person's full name instead of email address.

How can the marketer accomplish this task?

- A. Adjust the duplicate System Smart List filter value to Full Name
- B. Create a Smart List using the Full Name filter and the duplicate constraint
- C. Edit duplicate identification settings in the Admin panel
- D. Create a segment using Full Name

Answer: A,D

Explanation:

Reference: <https://nation.marketo.com/t5/Product-Discussions/How-to-Handle-Full-Name-Duplicates/td-p/47687>

Question: 21

Which step is necessary to add a custom column to a lead report?

- A. Select the Smart List(s)
- B. Drag over Opportunity Columns
- C. Select Export Rows
- D. Activate Custom Columns in Admin

Answer: A,C,D

Explanation:

Reference: <https://docs.marketo.com/display/public/DOCS/Add+Custom+Columns+to+a+Person+Report>

Question: 22

Michael has created two smart campaigns in two different programs.

The flow for each smart campaign is shown below.

The screenshot shows the 'Flow' tab for a smart campaign named '03 Success'. The flow contains a single step, '1 - Change Program Status'. The 'Program' dropdown is set to '2020 Industry Predictions Ebook' and the 'New Status' dropdown is set to 'Web Content > Influenced'. There is an 'Add Choice' button in the top right corner of the step configuration area.

The screenshot shows the 'Flow' tab for a smart campaign named '01 Send Invite'. The flow contains two steps. The first step, '1 - Send Email', has the 'Email' dropdown set to 'Weekly Demo.Invite Email'. The second step, '2 - Change Program Status', has the 'Program' dropdown set to 'Weekly Demo' and the 'New Status' dropdown set to 'Webinar > Invited'. Both steps have an 'Add Choice' button in the top right corner of their configuration areas.

Once a person achieves success (Influenced) in the 2020 Industry Predictions Ebook, Michael wants to send the person the invite email for the weekly demo.

Which modifications must Michael make to the smart campaigns to achieve this?

- A. Add the "Campaign is Requested" trigger to the 01 Send Invite smart campaign and the "Request Campaign" flow step to the 03 Success smart campaign.
- B. Add the "Campaign is Requested" trigger to the 03 Success smart campaign. No changes are needed to the 01 Send Invite smart campaign.
- C. Add the "Added to Program" trigger to the 01 Send Invite smart campaign and the "Add to Program" flow step to the 03 Success smart campaign.
- D. Add the "Campaign is Requested" trigger to the 01 Send Invite smart campaign. No changes are needed to the 03 Success smart campaign.

Answer: D

Question: 23

A service level agreement (SLA) between sales and marketing requires that if sales marks a lead as Unqualified, an Unqualified Reason must be provided. The marketing team wants to nurture those leads.

What should be added as a flow step in a Smart Campaign to accomplish this?

- A. Add to SFDC Campaign
- B. Add to Engagement Program

- C. Add to Nurture Stream
- D. Add to Trash

Answer: A

Question: 24

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: B

Question: 25

A marketing director is asked to email leads to invite them to a company event.

Which Program Channel Type should be used to register leads and host the event onsite?

- A. Tradeshow Channel
- B. Email Blast
- C. Roadshow Channel
- D. Webinar Channel

Answer: D



SAMPLE QUESTIONS

*These questions are for demo purpose only. **Full version** is up to date and contains actual questions and answers.*

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