MCE^{Q&As}

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QUESTION 1

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

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
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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

QUESTION 2

An organization has a lead scoring program that uses tokens. During an analysis of the scoring model, it is discovered that website activities are being scored far too high. Where can the scores be adjusted?

A. Setup

B. Email Script

C. Smart List

D. My Tokens

Correct Answer: A

Reference: https://nation.marketo.com/t5/Product-Discussions/Example-Lead-Scoring-Programs/td-p/128792

QUESTION 3

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

Correct Answer: C

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

QUESTION 4

A U.S.-based organization does business internationally. The forms on the company website collect basic information: First Name, Last Name, Company Name, Country, and Email Address. What needs to be done in Marketo to ensure legal requirements are met for handling leads in countries with double opt-in laws?

A. Include an Unsubscribe link in all marketing emails

B. Add a checkbox with verbiage stating that by filling out the form, the lead consents to receive email

C. Suppress all non-US respondents

D. Create the processes to abide by a country\\'s SPAM laws

Correct Answer: B

QUESTION 5

In which initiatives can a marketer use the Recipient Time Zone feature? (Choose two.)

A. When setting the stream cadence in an engagement program stream that contains email assets and nested programs

B. When sending a newsletter email with an email program

C. When sending an invitation email with a batch smart campaign in an event program

D. When setting the stream cadence in an engagement program stream that contains only email assets

E. When sending a confirmation email with a trigger smart campaign in a default program

Correct Answer: AC

Reference: https://nation.marketo.com/t5/Certification-Study-Group/Choosing-Program-Types-for-Email-and-Nurturing-Initiatives/gpm-p/241728

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