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QUESTION 1

What needs to be done to track the success of programs using a custom channel?

A. Ensure forms are local to the program

B. Upload the list of attendees to a list in the program

C. Ensure that program statuses are being updated

D. Include a "Responded" program status

Correct Answer: C

Reference: https://nation.marketo.com/t5/Product-Discussions/Tracking-Email-Conversions/m-p/31496

QUESTION 2

A marketer wants to create custom unsubscribe footers for emails per geographic region and using snippets. What needs to be built before the snippets can be used?

A. Email templates

B. Tokens

C. Segmentation

D. Smart Lists

Correct Answer: A

Reference: https://nation.marketo.com/t5/Product-Discussions/Email-Footer-vs-Admin-Footer/m-p/153208

QUESTION 3

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

Correct Answer: AE

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

QUESTION 4

A marketer is building a Preference Center on a Marketo landing page and wants to provide a Department drop-down for those who select University as a company type. Which form property should be edited?

A. Mask Input

B. Visibility Rules

C. Validation Message

D. Field Type

Correct Answer: B

QUESTION 5

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

Correct Answer: A

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

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