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QUESTION 1

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' score?

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

Correct Answer: D

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

QUESTION 2

Given the following message to the sales team:

"John Smith filled out form "Chicago Tradeshow" on October 11, 2013"

Which three types of tokens are most efficient to create this message on an alert? (Choose three.)

- A. System token
- B. Trigger token
- C. Company token
- D. Email script token
- E. Member token
- F. Lead token

Correct Answer: BEF

QUESTION 3

Which type of score should sales look at to identify purchasing authority?

- A. Demographic
- B. Engagement
- C. Account
- D. Behavioral

Correct Answer: A

Reference: <https://go.marketo.com/rs/561-HYG-937/images/Marketo-Lead-Scoring.pdf>

QUESTION 4

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

Correct Answer: D

QUESTION 5

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.

Correct Answer: B

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