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QUESTION 1

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.

Correct Answer: B

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

QUESTION 2

How is Marketo different from an email service provider (ESP)?

- A. Marketo can dedupe data and nurture leads; an ESP can host landing pages and provide email open rates.
- B. Marketo can score and nurture leads; an ESP can send multi-step campaigns and track open and click rates.
- C. Marketo can measure the impact of marketing initiatives on revenue; an ESP can track open and click rates.
- D. Marketo has the ability to send personalized emails and monitor website actions; an ESP can send email blasts and score leads.

Correct Answer: D

Reference: <https://blog.marketo.com/2012/11/what-is-the-difference-between-email-marketing-and-marketing-automation.html>

QUESTION 3

A marketing manager wants to create a report that shows database growth over time and excludes blacklisted, unsubscribed, and invalid leads from the total. Which modification excludes these populations from the report?

- A. Custom Columns in the Smart List tab
- B. "Lead Created At" in the Setup tab
- C. "Group Leads by" in the Setup tab
- D. Exclusionary filters in the Smart List tab

Correct Answer: A

QUESTION 4

A demand generation manager wants to run a batch Smart Campaign to update leads that were either created by form fillout today or who visited the company's pricing page. Which rule logic should be used when setting up the Smart List?

- A. Use ALL filters
- B. Use ANY filters
- C. Use Advanced filters
- D. Use Basic filters

Correct Answer: A

Reference: <https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Program-Fundamentals/bap/243293>

QUESTION 5

In the Smart List for a Smart Campaign, there are two triggers and one filter, and the rule logic is set to ALL:

The screenshot shows the Marketo Smart List configuration interface. The 'Smart List' tab is selected. The rule logic is set to 'Use ALL filters'. There are three conditions:

- Trigger 1:** 'Fills Out Form' with the condition 'Form Name: is My Program - RF.My Form'.
- Trigger 2:** 'Visits Web Page' with the condition 'Web Page: is My Program - RF.My Page'.
- Filter 1:** '1 - Industry' with the condition 'Industry: is Marketing'.

Which logic will apply for a lead to qualify for this Smart Campaign?

- A. The lead must fill out the selected form, and visit the selected web page, and have an industry of "Marketing".
- B. The lead must have an industry of "Marketing" and either fill out the selected form or visit the selected web page.

C. The lead must fill out the selected form, or visit the selected web page, or have an industry of "Marketing".

D. The lead must have an industry of "Marketing" or both fill out the selected form and visit the selected web page.

Correct Answer: D

Reference: <https://nation.marketo.com/t5/Product-Discussions/Using-Filter-Trigger-in-Smart-List/m-p/88218>

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