

## MCE<sup>Q&As</sup>

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## QUESTION 1

### 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.

Hot Area:

CEO	<div style="border: 1px solid black; padding: 5px;"><div style="border: 1px solid black; padding: 2px; text-align: right;">▼</div><div style="border: 1px solid black; padding: 2px;">Data about past deals and opportunities</div><div style="border: 1px solid black; padding: 2px;">First-hand information about past interactions with people</div><div style="border: 1px solid black; padding: 2px;">Demand generation objectives</div><div style="border: 1px solid black; padding: 2px;">Company strategy</div></div>
Company CRM	<div style="border: 1px solid black; padding: 5px;"><div style="border: 1px solid black; padding: 2px; text-align: right;">▼</div><div style="border: 1px solid black; padding: 2px;">Data about past deals and opportunities</div><div style="border: 1px solid black; padding: 2px;">First-hand information about past interactions with people</div><div style="border: 1px solid black; padding: 2px;">Demand generation objectives</div><div style="border: 1px solid black; padding: 2px;">Company strategy</div></div>
Marketing Team	<div style="border: 1px solid black; padding: 5px;"><div style="border: 1px solid black; padding: 2px; text-align: right;">▼</div><div style="border: 1px solid black; padding: 2px;">Data about past deals and opportunities</div><div style="border: 1px solid black; padding: 2px;">First-hand information about past interactions with people</div><div style="border: 1px solid black; padding: 2px;">Demand generation objectives</div><div style="border: 1px solid black; padding: 2px;">Company strategy</div></div>
Sales/Inside Sales Team	<div style="border: 1px solid black; padding: 5px;"><div style="border: 1px solid black; padding: 2px; text-align: right;">▼</div><div style="border: 1px solid black; padding: 2px;">Data about past deals and opportunities</div><div style="border: 1px solid black; padding: 2px;">First-hand information about past interactions with people</div><div style="border: 1px solid black; padding: 2px;">Demand generation objectives</div><div style="border: 1px solid black; padding: 2px;">Company strategy</div></div>

Correct Answer:

CEO	<div style="border: 1px solid black; padding: 5px;"><div style="text-align: right; border-bottom: 1px solid black;"><input type="checkbox"/></div><p>Data about past deals and opportunities</p><p>First-hand information about past interactions with people</p><p>Demand generation objectives</p><p style="background-color: #d9ead3;">Company strategy</p></div>
Company CRM	<div style="border: 1px solid black; padding: 5px;"><div style="text-align: right; border-bottom: 1px solid black;"><input type="checkbox"/></div><p>Data about past deals and opportunities</p><p style="background-color: #d9ead3;">First-hand information about past interactions with people</p><p>Demand generation objectives</p><p>Company strategy</p></div>
Marketing Team	<div style="border: 1px solid black; padding: 5px;"><div style="text-align: right; border-bottom: 1px solid black;"><input type="checkbox"/></div><p style="background-color: #d9ead3;">Data about past deals and opportunities</p><p>First-hand information about past interactions with people</p><p>Demand generation objectives</p><p>Company strategy</p></div>
Sales/Inside Sales Team	<div style="border: 1px solid black; padding: 5px;"><div style="text-align: right; border-bottom: 1px solid black;"><input type="checkbox"/></div><p>Data about past deals and opportunities</p><p>First-hand information about past interactions with people</p><p style="background-color: #d9ead3;">Demand generation objectives</p><p>Company strategy</p></div>

QUESTION 2

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

Correct Answer: D

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### QUESTION 3

A marketer ran a program and did not assign a program status with success. The marketer now wants to run a program performance report to find the cost per success for the program. What will occur?

- A. The report will identify the first program status as a success and calculate based on that.
- B. The report will return a null value for cost per success.
- C. The report will identify the last program status as a success and calculate based on that.
- D. The report will return an error for cost per success.

Correct Answer: B

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

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### QUESTION 4

A marketer's CRM requires that States be entered as a 2-digit abbreviation. The marketer wants to display full state names in the form picklists. How should this be done?

- A. Use Mark Input to display the abbreviation while storing the full state
- B. Store the full state in "Stored Value" and the abbreviation in "Display Value" on the form field settings
- C. Store the full state in "Display Value" and the abbreviation in "Stored Value" on the form field settings
- D. Use Mark Input to display the full state value while storing the abbreviation

Correct Answer: B

Reference: <https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Admin-Operational/ba-p/242936?comment=34298>

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## QUESTION 5

A marketer wants to measure the success of various lead generation programs by leveraging acquisition programs. How is the acquisition program assigned to a lead?

- A. A lead needs to be sent to a CRM to receive an acquisition program.
- B. A lead fills out a form on a landing page in the program.
- C. A lead is added to the CRM and synced to Marketo.
- D. Admin Acquisition Program is automatically assigned to new leads.

Correct Answer: A

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