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QUESTION 1

The marketing manager wants to compare year-over-year lead generation. Which report type delivers this information?

- A. Program Performance Report
- B. Revenue Explorer Report
- C. Lead Performance Report
- D. Leads by Revenue Stage

Correct Answer: C

Reference: <https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Analytics-Reporting/ba-p/242879?ru=36499andsr=stream>

QUESTION 2

A lead's score changes to 100, and the marketing manager wants two actions to occur immediately:

Send an email to the lead owner Create an Interesting Moment What should be done to ensure this?

- A. Set up a Smart Campaign with a 'Score is Changed' trigger in the Smart List, and 'Send Alert' and 'Interesting Moment' Steps in the Flow
- B. Set up a Smart Campaign with a 'Score was Changed' filter in the Smart List, and 'Send Alert' and 'Interesting Moment' Steps in the Flow
- C. Set up a Smart Campaign with a 'Score is Changed' trigger in the Smart List, and 'Send Email' and 'Interesting Moment' Steps in the Flow
- D. Set up a Smart Campaign with a 'Score was Changed' filter in the Smart List, and 'Send Email' and 'Interesting Moment' Steps in the Flow

Correct Answer: C

Reference: <https://docs.marketo.com/display/public/DOCS/Send+Alert>

QUESTION 3

Which field should a marketer use to pause emailing to a lead?

- A. Email Suspended
- B. Unsubscribed
- C. Marketing Suspended
- D. Blacklisted

Correct Answer: C

Reference: <https://nation.marketo.com/t5/Product-Discussions/What-is-the-best-way-to-rest-leads-or-suspend-communication/m-p/122917>

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 has a global form that is used on five white-paper landing pages.

How can the marketer determine which leads filled out the form on a specific landing page?

- A. Create a Landing Page Performance Report
- B. Create a smart list using the filter "Visited Web Page" with the constraint of "Form = True"
- C. Create a smart list using the filter "Filled out form" with the constraint of "Web Page"
- D. Create a form submission list in the Design Studio

Correct Answer: C

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

QUESTION 6

The marketing department has a multi-stream engagement program. Each stream within the engagement program has multiple leads who have exhausted content. The content marketing manager adds a new piece of content into the top of the first stream only.

Who receives the new content at the next cast?

- A. All leads in the program with an engagement score higher than 5.
- B. All leads who have not exhausted content in the entire program.

C. All leads who have exhausted content in the entire program.

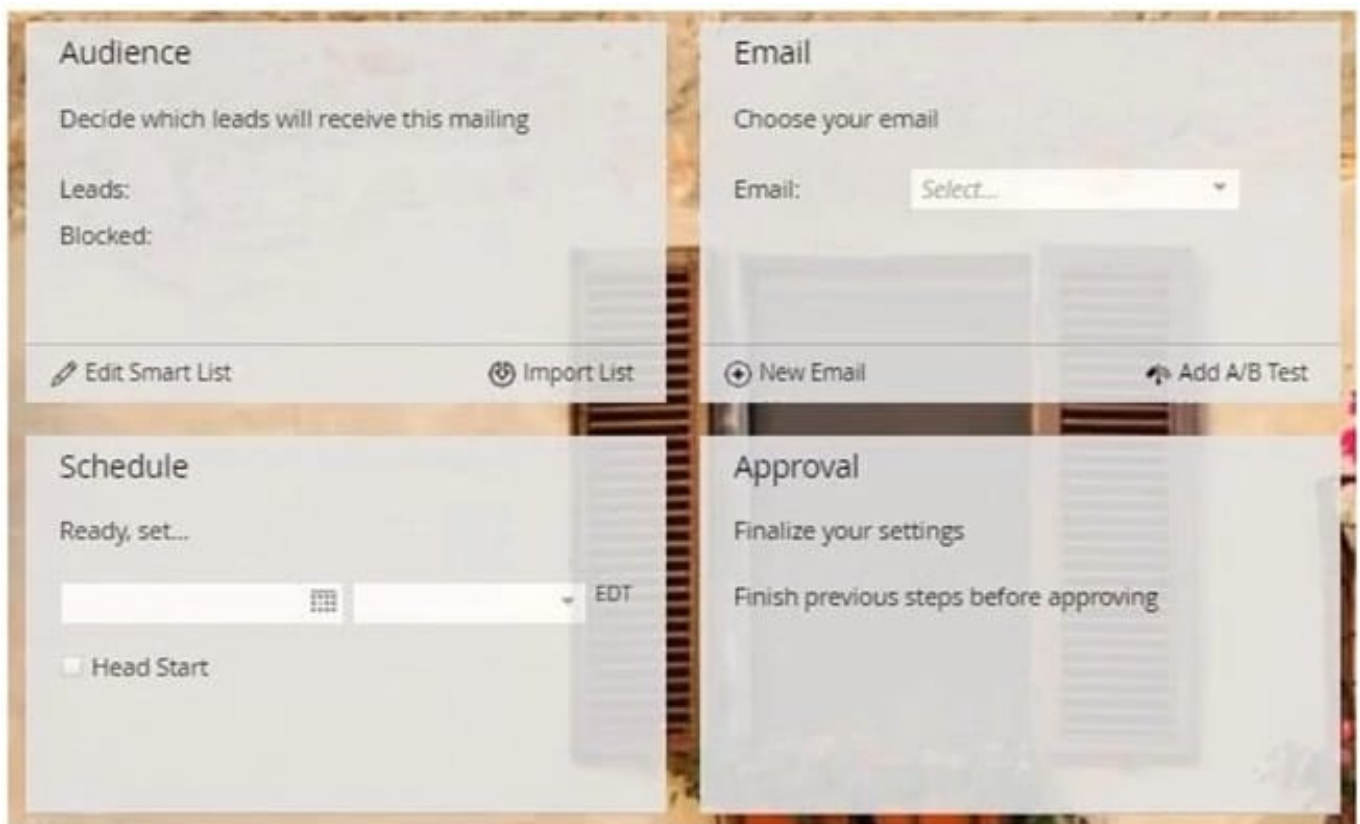
D. All leads who are in the first stream of the program.

Correct Answer: C

Reference: <https://nation.marketo.com/t5/Product-Discussions/What-happens-to-exhausted-leads-when-new-content-is-added/td-p/57316>

QUESTION 7

The marketing department of a technology company believes the use of "Servers" in the subject line will increase open rates of an email. To prove this, an A/B test will be utilized. Given the screenshot:



In which component of the Control Panel will the schedule for the email be set?

A. Add A/B Test

B. Schedule

C. New Email

D. Edit Smart List

Correct Answer: C

Reference: <https://gosolomon.com/mce-study-guide-program-fundamentals/>

QUESTION 8

Where can you manage program report subscriptions? (Choose two.)

- A. In the Subscriptions tab of the report in Marketing Activities
- B. In the Subscriptions tab in Marketing Activities
- C. In the Subscriptions tab in Analytics
- D. In the Subscriptions tab in Database

Correct Answer: BC

Reference: <https://docs.marketo.com/display/public/DOCS/Manage+Report+Subscriptions>

QUESTION 9

Which form option is needed to use advanced thank you pages?

- A. External URL
- B. Form defined
- C. None
- D. Another available landing page

Correct Answer: A

Reference: <https://nation.marketo.com/t5/Product-Discussions/How-To-Handle-Multiple-External-Thank-You-Pages-From-a-Single/td-p/36856>

QUESTION 10

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 11

What should be used to make program acquisition automatic?

- A. Local landing page
- B. Global form
- C. Global landing page
- D. Hidden form fields

Correct Answer: A

QUESTION 12

Which type of email can be sent without an unsubscribe link at the bottom?

- A. A monthly newsletter for clients
- B. An ongoing nurture for prospects
- C. An autoresponder for a webinar registration
- D. A trade show invitation for past attendees

Correct Answer: C

QUESTION 13

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 14

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 15

Which type of leads will receive a non-operational email?

- A. Marketable leads
- B. Marketing suspended leads
- C. Blacklisted leads
- D. Unsubscribed leads

Correct Answer: D

Reference: <https://nation.marketo.com/t5/Product-Documents/How-Does-Marketo-Decide-Whether-a-Person-Receives-Email-or-Not/ta-p/250309>

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