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QUESTION 1

Which two asset types can be used in an engagement program stream? (Choose two.)

- A. Program
- B. Report
- C. Email
- D. Landing page
- E. Social button

Correct Answer: AC

Reference: <https://docs.marketo.com/display/public/DOCS/Understanding+Engagement+Programs>

QUESTION 2

Where is the setting to enable Progressive Profiling when designing a form found?

- A. Form Settings > Settings
- B. Admin functions
- C. Field Details
- D. Form Settings > Themes

Correct Answer: A

Reference: <https://docs.marketo.com/display/public/DOCS/Configure+Form+Progressive+Profiling>

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 company operates in multiple regions and has identified the vice president (VP) of Sales in each region as a stakeholder in the lead scoring development process. The VPs of Sales of two major regions disagree about the significance of a specific factor.

Which course of action will allow both definitions to be incorporated?

- A. Implement a global scoring model giving equal weighting to both VPs of Sales input regardless of the lead region
- B. Implement a global scoring model incorporating the opinion of the most experienced VP of Sales
- C. Implement a global scoring model giving varied weightings to both VPs of Sales input according to the lead region
- D. Implement a global scoring model that uses the weighted average of both of the provided scores

Correct Answer: D

QUESTION 5

Given the Active Lead Model program:

Ty...	Token Name	Value
Local (5 Tokens)		
★	{{my.B - Video - 100 Percent}}	+16
★	{{my.B - Video - 25 Percent}}	+2
★	{{my.B - Video - 50 Percent}}	+4
★	{{my.B - Video - 75 Percent}}	+8
★	{{my.B - Video - Played}}	+1
Inherited (44 Tokens)		
★	{{my.B - Clicks Link in Any Email}}	+10
★	{{my.B - Clicks Link in Any Sales Emal...	+15
★	{{my.B - Downloads Early Stage Cont...	+10
★	{{my.B - Email Bounces}}	-25
★	{{my.B - Fills Out Contact Us Form}}	+50

From where are the tokens inherited?

- A. Behavioral Scoring folder
- B. Lead Scoring folder

C. z_Archive folder

D. Active Lead Scoring Model program

Correct Answer: B

Reference: <https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Targeting-Personalization/bc-p/243024>

QUESTION 6

A service level agreement (SLA) between sales and marketing requires that if sales marks a lead as Unqualified, an Unqualified Reason must be provided. The marketing team wants to nurture those leads. What should be added as a flow step in a Smart Campaign to accomplish this?

A. Add to SFDC Campaign

B. Add to Engagement Program

C. Add to Nurture Stream

D. Add to Trash

Correct Answer: A

QUESTION 7**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="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; background-color: #e0f2f1;">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; background-color: #e0f2f1;">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; background-color: #e0f2f1;">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>
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QUESTION 8

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 9

The communication limits for your Marketo instance are as follows:



Per Day: 1

Per 7 Days: 5

Default behavior if a person is over communication limits

Block non-operational emails

Monica, a person in your database, received Email 01 from your instance at 8:00 this morning. She also qualifies for the audience of an email program scheduled to send Email 02 at 2:00 this afternoon. Email 01 and Email 02 are both nonoperational.

Which statement is true?

- A. Monica will not receive Email 02. She will be classified as bounced in the Email Performance Report.
- B. Monica will not receive Email 02. She will be included in the Blocked count on the email program control panel.
- C. Monica will receive Email 02 at 2:00 pm but will not be eligible for any other emails sent today.
- D. Monica will receive Email 02 at 8:00 am tomorrow (24 hours after the last email she received.) She will be classified as pending in the Email Performance Report until the email is sent.

Correct Answer: B

QUESTION 10

If you want to view a list of companies of the people who have visited your website during a certain time period, which report should you create?

- A. Web Page Activity Report
- B. Company Web Activity Report
- C. Landing Page Performance Report
- D. Company Performance Report

Correct Answer: B

Reference: <https://docs.marketo.com/display/public/DOCS/Company+Web+Activity+Report>

QUESTION 11

A marketing and sales organization agrees on a service level agreement for prospects who request demos through Marketo landing pages. The marketing department is tasked with building a Smart Campaign that sends an immediate auto-reply email to the prospect, and 30 minutes afterwards, sends an email notification to the lead owner.

What is the correct order in the Smart Campaign flow setup?

- A. Send Alert > Wait 30 Minutes > Send Email
- B. Send Email > Wait 30 Minutes > Send Alert
- C. Send Alert > Wait 30 Minutes > Send Alert
- D. Send Email > Wait 30 Minutes > Send Email

Correct Answer: B

Reference: <https://docs.marketo.com/display/public/DOCS/Email+Auto-Response>

QUESTION 12

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

QUESTION 13

In which initiatives can a marketer use the Recipient Time Zone feature? (Choose two.)

- A. When setting the stream cadence in an engagement program stream that contains email assets and nested programs
- B. When sending a newsletter email with an email program
- C. When sending an invitation email with a batch smart campaign in an event program
- D. When setting the stream cadence in an engagement program stream that contains only email assets
- E. When sending a confirmation email with a trigger smart campaign in a default program

Correct Answer: AC

Reference: <https://nation.marketo.com/t5/Certification-Study-Group/Choosing-Program-Types-for-Email-and-Nurturing-Initiatives/gpm-p/241728>

QUESTION 14**HOTSPOT**

Match each Webinar Program Status with its effect on the webinar provider or Marketo.

Answer options may be used more than once or not at all.

Hot Area:

Invited

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

No Show

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Attended

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Registered

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Attended On-Demand

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Correct Answer:

Invited

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

No Show

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Attended

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Registered

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Attended On-Demand

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

QUESTION 15

Which three token types can be used to insert a date into an email? (Choose three.)

- A. Rich Text
- B. Date
- C. Calendar File
- D. Number
- E. Text
- F. Score

Correct Answer: BCD

Reference: <https://nation.marketo.com/t5/Product-Discussions/Dynamic-date-token-for-email/m-p/53403>

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