Vendor: Marketo

Exam Code:MCE

Exam Name: Marketo Certified Expert

Version: Demo

QUESTION 1

A marketer has created several tokens to use in an initiative to send out a survey to customers: In which two places should tokens have been created to be inherited in the 2017 Customer Survey Reminder 2 program? (Choose two.)

Marketing Activities...

- 2017-Customer Survey
  - 2017 Customer Survey
    - 2017 Customer Survey Reminder
      - EM1
    - 2017 Customer Survey Reminder 2
      - EM1
    - Assets
      - 2017 Customer Survey
    - Campaigns
    - Reports

A. In the 2017 Customer Survey Reminder 2 Program

B. In the 2017 Customer Survey Reminder Program

C. In the 2017 Customer Survey Program

D. In the 2017-Customer Survey Campaign Folder

E. In the Admin Area

F. In the Reports Folder

Correct Answer: CF

QUESTION 2

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 3

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

QUESTION 4

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

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QUESTION 5

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

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QUESTION 6

Kurt is creating a new program for an upcoming webinar initiative. He needs to ensure that every person who fills out the registration form will receive a unique login URL via email. Which three steps must Kurt complete in order to accomplish this? (Choose three.)

A. Add a new My Token to the program called {{my.webinar URL}}

B. Create a smart campaign using the Fills Out Form trigger

C. Create a smart campaign using the Send Alert flow step

D. Change the form settings to operational

E. Create an email that includes the {{member.webinar URL}} token

F. Change the email settings to operational

G. Create an email that includes the {{webinar.link URL}} token

Correct Answer: BEF

Reference: https://nation.marketo.com/t5/Product-Discussions/How-To-Lock-Down-Event-Registration-Form-To-Limit-Registration/td-p/198765

QUESTION 7

The email marketing manager receives an alert that a lead has unsubscribed. The marketing manager wants to reset the lead\\'s score to 0.

In which two ways can this be done? (Choose two.)

A. Set up a list called "reset leads score to 0" and add the lead to that list.

B. Do nothing because unsubscribing automatically resets the score to "0".

C. Mark the lead as marketing suspended because that will automatically change the score to "0".

D. Set up a batch smart campaign with a flow action step to change the score to "0".

E. Change the score manually to 0 on the Lead Details page.

QUESTION 8

Which step is necessary to add a custom column to a lead report?

A. Select the Smart List(s)

B. Drag over Opportunity Columns

C. Select Export Rows

D. Activate Custom Columns in Admin

Correct Answer: A

Reference: https://docs.marketo.com/display/public/DOCS/Add+Custom+Columns+to+a+Person+Report

QUESTION 9

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 10

Michael has created two smart campaigns in two different programs. The flow for each smart campaign is shown below.
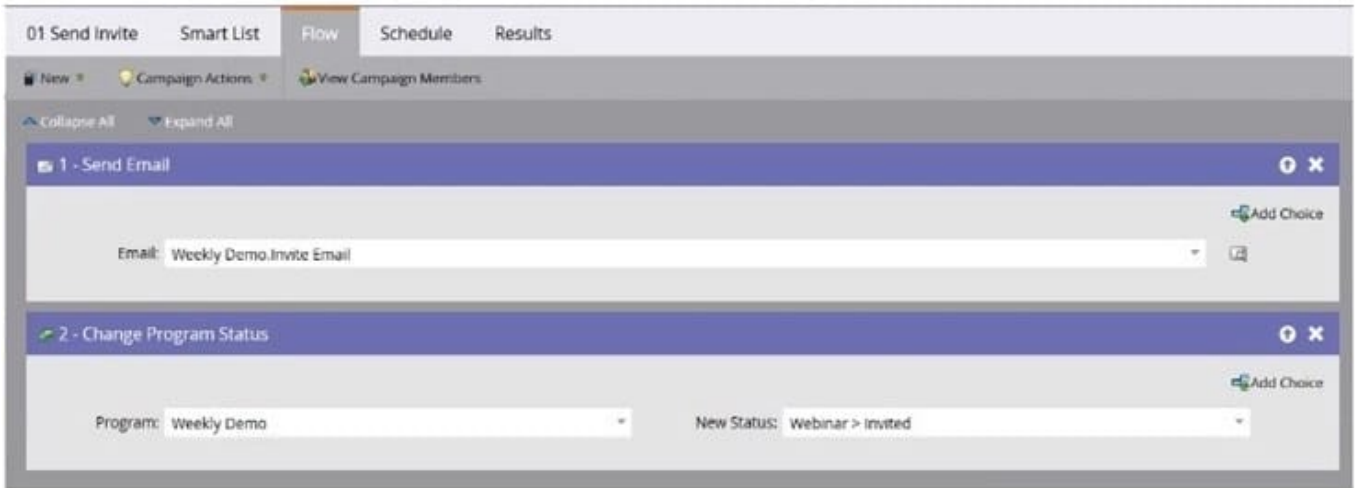
Once a person achieves success (Influenced) in the 2020 Industry Predictions Ebook, Michael wants to send the person the invite email for the weekly demo. Which modifications must Michael make to the smart campaigns to achieve this?

A. Add the "Campaign is Requested" trigger to the 01 Send Invite smart campaign and the "Request Campaign" flow step to the 03 Success smart campaign.

B. Add the "Campaign is Requested" trigger to the 03 Success smart campaign. No changes are needed to the 01 Send Invite smart campaign.

C. Add the "Added to Program" trigger to the 01 Send Invite smart campaign and the "Add to Program" flow step to the 03 Success smart campaign.

D. Add the "Campaign is Requested" trigger to the 01 Send Invite smart campaign. No changes are needed to the 03 Success smart campaign.

Correct Answer: D

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QUESTION 11

What needs to be done to track the success of programs using a custom channel?

A. Ensure forms are local to the program

B. Upload the list of attendees to a list in the program

C. Ensure that program statuses are being updated

D. Include a "Responded" program status

Correct Answer: C

Reference: https://nation.marketo.com/t5/Product-Discussions/Tracking-Email-Conversions/m-p/31496

QUESTION 12

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