MCE$^{Q\&As}$

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QUESTION 1

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 2

A marketing director is asked to email leads to invite them to a company event. Which of following Program Channel Type should be used to register leads and host the event onsite?

A. Email Blast

B. Webinar Channel

C. Roadshow Channel

D. Tradeshow Channel

Correct Answer: B

QUESTION 3

What form field type can be used to capture URL parameters?

A. Input Masking Fields

B. Hidden Form Fields

C. Dynamic Form Fields

D. Anonymous Form Fields

Correct Answer: B

Reference: https://docs.marketo.com/display/public/DOCS/Set+a+Hidden+Form+Field+Value

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QUESTION 4

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 5

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/ba-p/243293

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