



MCE^{Q&As}

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QUESTION 1

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>

QUESTION 2

An organization has a lead scoring program that uses tokens. During an analysis of the scoring model, it is discovered that website activities are being scored far too high. Where can the scores be adjusted?

- A. Setup
- B. Email Script
- C. Smart List
- D. My Tokens

Correct Answer: A

Reference: <https://nation.marketo.com/t5/Product-Discussions/Example-Lead-Scoring-Programs/td-p/128792>

QUESTION 3

Given the following message to the sales team:

"John Smith filled out form "Chicago Tradeshow" on October 11, 2013"

Which three types of tokens are most efficient to create this message on an alert? (Choose three.)

- A. System token
- B. Trigger token
- C. Company token



D. Email script token

E. Member token

F. Lead token

Correct Answer: BEF

QUESTION 4

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 5

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

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