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QUESTION 1

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 2

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

QUESTION 3

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 4

A marketer ran a program and did not assign a program status with success. The marketer now wants to run a program performance report to find the cost per success for the program. What will occur?

A. The report will identify the first program status as a success and calculate based on that.

B. The report will return a null value for cost per success.

C. The report will identify the last program status as a success and calculate based on that.

D. The report will return an error for cost per success.

Correct Answer: B

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

QUESTION 5

An engagement program to promote a new online training series has two objectives:

A "Haven\\'t Attended" objective to get people who have never attended to sign up A "Continue" objective to get people who have previously attended to complete the training series Which two mechanisms of an engagement program are needed to ensure that the right people receive the right call to action? (Choose two.)

A. A transition rule to pull members from the "Haven\\'t Attended" group to the "Continue" communications emails

B. A transition rule to push members from the "Haven\\'t Attended" group to the "Continue" communication emails.

C. Two streams: one to add people to the program and the other to promote more new attendees

D. Two streams: one to promote attendance and the other to encourage completion

Correct Answer: BD

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