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**QUESTION 1**

What is one difference between segmentations and smart lists?

- A. A lead can exist in multiple segmentations but not in multiple smart lists.
- B. Segmentations can be used to create dynamic content while smart lists cannot.
- C. Smart lists can be used as a filter option when creating an email program while segmentations cannot.
- D. Smart lists can be used in smart campaigns while segmentations cannot.

Correct Answer: B

Reference: <https://gosolomon.com/mce-study-guide-targeting-personalization/>

QUESTION 2

A marketer's CRM requires that States be entered as a 2-digit abbreviation. The marketer wants to display full state names in the form picklists. How should this be done?

- A. Use Mark Input to display the abbreviation while storing the full state
- B. Store the full state in "Stored Value" and the abbreviation in "Display Value" on the form field settings
- C. Store the full state in "Display Value" and the abbreviation in "Stored Value" on the form field settings
- D. Use Mark Input to display the full state value while storing the abbreviation

Correct Answer: B

Reference: <https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Admin-Operational/ba-p/242936?comment=34298>

QUESTION 3

What is required if a marketing manager wants to send one email to two segments, but the header image will be different for each segment?

- A. System tokens
- B. Smart lists
- C. An approved snippet
- D. An approved segmentation

Correct Answer: C



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

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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