



MCE^{Q&As}

Marketo Certified Expert

Pass Marketo MCE Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.pass4itsure.com/mce.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Marketo
Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers





QUESTION 1

Michael has created two smart campaigns in two different programs. The flow for each smart campaign is shown below.

The image displays two screenshots of the Pass4itSure smart campaign flow editor. The top screenshot shows a campaign named '03 Success' with a single step '1 - Change Program Status'. The program is set to '2020 Industry Predictions Ebook' and the new status is 'Web Content > Influenced'. The bottom screenshot shows a campaign named '01 Send Invite' with two steps: '1 - Send Email' with email 'Weekly Demo Invite Email', and '2 - Change Program Status' where the program is 'Weekly Demo' and the new status is 'Webinar > Invited'.

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

QUESTION 2

What is a reason to include a text version with an HTML one when sending an email?



- A. Including a text version makes it more likely for people to click.
- B. Text emails have higher delivery rates than HTML.
- C. Text emails offer a better user experience than HTML.
- D. Some email clients can only receive text emails.

Correct Answer: D

QUESTION 3

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

QUESTION 4

What should be used to make program acquisition automatic?

- A. Local landing page
- B. Global form
- C. Global landing page
- D. Hidden form fields

Correct Answer: A

QUESTION 5

The communication limits for your Marketo instance are as follows:



Per Day:

Per 7 Days:

Default behavior if a person is over communication limits

☒ Block non-operational emails

Monica, a person in your database, received Email 01 from your instance at 8:00 this morning. She also qualifies for the audience of an email program scheduled to send Email 02 at 2:00 this afternoon. Email 01 and Email 02 are both nonoperational.

Which statement is true?

- A. Monica will not receive Email 02. She will be classified as bounced in the Email Performance Report.
- B. Monica will not receive Email 02. She will be included in the Blocked count on the email program control panel.
- C. Monica will receive Email 02 at 2:00 pm but will not be eligible for any other emails sent today.
- D. Monica will receive Email 02 at 8:00 am tomorrow (24 hours after the last email she received.) She will be classified as pending in the Email Performance Report until the email is sent.

Correct Answer: B

[MCE Practice Test](#)

[MCE Exam Questions](#)

[MCE Braindumps](#)