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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 Pardot Flow Builder interface. The top screenshot shows a flow step titled "1 - Change Program Status". The "Program" dropdown is set to "2020 Industry Predictions Ebook" and the "New Status" dropdown is set to "Web Content > Influenced". The bottom screenshot shows a flow with two steps. The first step is "1 - Send Email" with the "Email" dropdown set to "Weekly Demo Invite Email". The second step is "2 - Change Program Status" with the "Program" dropdown set to "Weekly Demo" and the "New Status" dropdown set to "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 the difference between hard bounces and soft bounces?



- A. A hard bounce happens when an email is rejected by a spam filter; a soft bounce means an email address is invalid.
- B. A hard bounce renders a lead email address invalid; a soft bounce gets automatically resolved within a few days.
- C. A soft bounce renders a lead email address invalid; a hard bounce gets automatically resolved within a few days.
- D. A soft bounce happens when an email is rejected by a spam filter; a hard bounce means an email address is invalid.

Correct Answer: B

Reference: <https://docs.marketo.com/display/public/DOCS/Hard+and+Soft+Bounces+in+Email>

QUESTION 3

A marketing manager wants to create a report that shows database growth over time and excludes blacklisted, unsubscribed, and invalid leads from the total. Which modification excludes these populations from the report?

- A. Custom Columns in the Smart List tab
- B. "Lead Created At" in the Setup tab
- C. "Group Leads by" in the Setup tab
- D. Exclusionary filters in the Smart List tab

Correct Answer: A

QUESTION 4

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 5

The marketing manager wants to compare year-over-year lead generation. Which report type delivers this information?

- A. Program Performance Report



B. Revenue Explorer Report

C. Lead Performance Report

D. Leads by Revenue Stage

Correct Answer: C

Reference: <https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Analytics-Reporting/ba-p/242879?ru=36499andsr=stream>

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