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QUESTION 1

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 2

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

03 Success Smart List Flow Schedule Results

New Campaign Actions View Campaign Members

Collapse All Expand All

1 - Change Program Status

Program: 2020 Industry Predictions Ebook New Status: Web Content > Influenced

Add Choice

01 Send Invite Smart List Flow Schedule Results

New Campaign Actions View Campaign Members

Collapse All Expand All

1 - Send Email

Email: Weekly Demo Invite Email

2 - Change Program Status

Program: Weekly Demo New Status: Webinar > Invited

Add Choice

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 3

A marketing and sales organization agrees on a service level agreement for prospects who request demos through Marketo landing pages. The marketing department is tasked with building a Smart Campaign that sends an immediate auto-reply email to the prospect, and 30 minutes afterwards, sends an email notification to the lead owner.

What is the correct order in the Smart Campaign flow setup?

- A. Send Alert > Wait 30 Minutes > Send Email
- B. Send Email > Wait 30 Minutes > Send Alert
- C. Send Alert > Wait 30 Minutes > Send Alert
- D. Send Email > Wait 30 Minutes > Send Email

Correct Answer: B

Reference: <https://docs.marketo.com/display/public/DOCS/Email+Auto-Response>

QUESTION 4

The communication limits for your Marketo instance are as follows:

Per Day: 1

Per 7 Days: 5

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

QUESTION 5

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>

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