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QUESTION 1

Where is the setting to enable Progressive Profiling when designing a form found?

A. Form Settings > Settings

B. Admin functions

C. Field Details

D. Form Settings > Themes

Correct Answer: A

Reference: https://docs.marketo.com/display/public/DOCS/Configure+Form+Progressive+Profiling

QUESTION 2

Which two behaviors can be tracked with Munchkin code? (Choose two.)

A. Web page visits

B. Web page clicks

C. Social media activity

D. Web page bookmarks

E. Average time spent on site

Correct Answer: AE

Reference: https://docs.marketo.com/display/public/DOCS/Add+Munchkin+Tracking+Code+to+Your+Website

QUESTION 3

Which type of score should sales look at to identify purchasing authority?

A. Demographic

B. Engagement

C. Account

D. Behavioral

Correct Answer: A

Reference: https://go.marketo.com/rs/561-HYG-937/images/Marketo-Lead-Scoring.pdf

QUESTION 4

Which type of email can be sent without an unsubscribe link at the bottom?

A. A monthly newsletter for clients

B. An ongoing nurture for prospects

C. An autoresponder for a webinar registration

D. A trade show invitation for past attendees

Correct Answer: C

QUESTION 5

On a People Performance report, how is timeframe restricted?

A. Date of Activity

B. Both a and c

C. Sent Date

D. Created Date

Correct Answer: C

Reference: https://nation.marketo.com/t5/Product-Discussions/Email-Performance-based-on-a-Specific-Time-Frame/td-p/102036

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