



# MCE<sup>Q&As</sup>

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**QUESTION 1**

The communication limits for your Marketo instance are as follows:

The screenshot shows a blue interface with two dropdown menus. The first dropdown is labeled 'Per Day:' and has the value '1' selected. The second dropdown is labeled 'Per 7 Days:' and has the value '5' selected. Below these is a section titled 'Default behavior if a person is over communication limits' with a checkbox labeled 'Block non-operational emails' which is checked.

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

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**QUESTION 2**

A marketer wants to have a form in a pop-up window on the company website. How can the marketer accomplish this?

- A. Choose Lightbox as the embed code type
- B. Design a landing page that gives the visual effect of a pop up window
- C. Change the form type to Lightbox under form settings
- D. Create a New RTP Dialog Web Campaign

Correct Answer: A

Reference: <https://nation.marketo.com/t5/Product-Discussions/Website-Pop-Ups/m-p/59328>

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**QUESTION 3**

In the Smart List for a Smart Campaign, there are two triggers and one filter, and the rule logic is set to ALL:

Trigger Campaign | **Smart List** | Flow | Schedule | Results

New Campaign Actions View Campaign Members

Use ALL filters Collapse All Expand All

**Fills Out Form** [0] [X]

Form Name: is My Program - RF.My Form [Add Constraint]

**Visits Web Page** [0] [X]

Web Page: is My Program - RF.My Page [Add Constraint]

**1 - Industry** [0] [X]

Industry: is Marketing [Add Constraint]

Which logic will apply for a lead to qualify for this Smart Campaign?

- A. The lead must fill out the selected form, and visit the selected web page, and have an industry of "Marketing".
- B. The lead must have an industry of "Marketing" and either fill out the selected form or visit the selected web page.
- C. The lead must fill out the selected form, or visit the selected web page, or have an industry of "Marketing".
- D. The lead must have an industry of "Marketing" or both fill out the selected form and visit the selected web page.

Correct Answer: D

Reference: <https://nation.marketo.com/t5/Product-Discussions/Using-Filter-Trigger-in-Smart-List/m-p/88218>

**QUESTION 4**

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>

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#### QUESTION 5

The email marketing manager wants to reset the score for all leads who have been unengaged. Which value in the CHANGE SCORE Flow Step will reset the leads\' score?

A. -100

B. {{System.Reset}}

C. Reset

D. = 0

Correct Answer: D

Reference: <https://nation.marketo.com/t5/Product-Discussions/Change-Score-Flow-vs-Change-Data-Value-Lead-Score/m-p/190403>

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