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QUESTION 1

Which two asset types can be used in an engagement program stream? (Choose two.)

A. Program

B. Report

C. Email

D. Landing page

E. Social button

Correct Answer: AC

Reference: https://docs.marketo.com/display/public/DOCS/Understanding+Engagement+Programs

QUESTION 2

How is Marketo different from an email service provider (ESP)?

A. Marketo can dedupe data and nurture leads; an ESP can host landing pages and provide email open rates.

B. Marketo can score and nurture leads; an ESP can send multi-step campaigns and track open and click rates.

C. Marketo can measure the impact of marketing initiatives on revenue; an ESP can track open and click rates.

D. Marketo has the ability to send personalized emails and monitor website actions; an ESP can send email blasts and score leads.

Correct Answer: D

Reference: https://blog.marketo.com/2012/11/what-is-the-difference-between-email-marketing-and-marketing-automation.html

QUESTION 3

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 4

Given the following message to the sales team:

"John Smith filled out form "Chicago Tradeshow" on October 11, 2013"

Which three types of tokens are most efficient to create this message on an alert? (Choose three.)

A. System token

B. Trigger token

C. Company token

D. Email script token

E. Member token

F. Lead token

Correct Answer: BEF

QUESTION 5

A service level agreement (SLA) between sales and marketing requires that if sales marks a lead as Unqualified, an Unqualified Reason must be provided. The marketing team wants to nurture those leads. What should be added as a flow step in a Smart Campaign to accomplish this?

A. Add to SFDC Campaign

B. Add to Engagement Program

C. Add to Nurture Stream

D. Add to Trash

Correct Answer: A