



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

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### QUESTION 1

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 2

A demand generation manager wants to run a batch Smart Campaign to update leads that were either created by form fillout today or who visited the company's pricing page. Which rule logic should be used when setting up the Smart List?

- A. Use ALL filters
- B. Use ANY filters
- C. Use Advanced filters
- D. Use Basic filters

Correct Answer: A

Reference: <https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Program-Fundamentals/ba-p/243293>

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### QUESTION 3

What is required if a marketing manager wants to send one email to two segments, but the header image will be different for each segment?

- A. System tokens
- B. Smart lists
- C. An approved snippet
- D. An approved segmentation

Correct Answer: C

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#### QUESTION 4

What is the reporting impact of selecting an acquisition program when importing a list?

- A. The Opportunity Influence Analyzer uses acquisition program to indicate which program led directly to a won opportunity.
- B. The acquisition program is required to show program success in the List Performance report.
- C. The acquisition program is required to show the number and percent of new names in the Program Performance report.
- D. Revenue Cycle Modeler uses acquisition program to trigger moving net new leads from the Anonymous to the Known stage.

Correct Answer: C

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#### QUESTION 5

The marketing department has a multi-stream engagement program. Each stream within the engagement program has multiple leads who have exhausted content. The content marketing manager adds a new piece of content into the top of the first stream only.

Who receives the new content at the next cast?

- A. All leads in the program with an engagement score higher than 5.
- B. All leads who have not exhausted content in the entire program.
- C. All leads who have exhausted content in the entire program.
- D. All leads who are in the first stream of the program.

Correct Answer: C

Reference: <https://nation.marketo.com/t5/Product-Discussions/What-happens-to-exhausted-leads-when-new-content-is-added/td-p/57316>

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