



MCE^{Q&As}

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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

A marketer has a global form that is used on five white-paper landing pages.

How can the marketer determine which leads filled out the form on a specific landing page?

- A. Create a Landing Page Performance Report
- B. Create a smart list using the filter "Visited Web Page" with the constraint of "Form = True"
- C. Create a smart list using the filter "Filled out form" with the constraint of "Web Page"
- D. Create a form submission list in the Design Studio

Correct Answer: C

Reference: <https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Analytics-Reporting/bc-p/242885>

QUESTION 3

Which step is necessary to add a custom column to a lead report?

- A. Select the Smart List(s)
- B. Drag over Opportunity Columns
- C. Select Export Rows
- D. Activate Custom Columns in Admin

Correct Answer: A



Reference: <https://docs.marketo.com/display/public/DOCS/Add+Custom+Columns+to+a+Person+Report>

QUESTION 4

HOTSPOT

Match each Webinar Program Status with its effect on the webinar provider or Marketo.

Answer options may be used more than once or not at all.

Hot Area:



Invited

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

No Show

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Attended

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Registered

<input type="checkbox"/>
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Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Attended On-Demand

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
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Does nothing
Sends Marketo which leads Attended



Correct Answer:



Invited

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QUESTION 5

What is one difference between segmentations and smart lists?

- A. A lead can exist in multiple segmentations but not in multiple smart lists.
- B. Segmentations can be used to create dynamic content while smart lists cannot.
- C. Smart lists can be used as a filter option when creating an email program while segmentations cannot.
- D. Smart lists can be used in smart campaigns while segmentations cannot.

Correct Answer: B

Reference: <https://gosolomon.com/mce-study-guide-targeting-personalization/>

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