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QUESTION 1

An organization has a lead scoring program that uses tokens. During an analysis of the scoring model, it is discovered that website activities are being scored far too high. Where can the scores be adjusted?

- A. Setup
- B. Email Script
- C. Smart List
- D. My Tokens

Correct Answer: A

Reference: <https://nation.marketo.com/t5/Product-Discussions/Example-Lead-Scoring-Programs/td-p/128792>

QUESTION 2

Michael has created two smart campaigns in two different programs. The flow for each smart campaign is shown below.

The image displays two screenshots of Marketo smart campaign flows. The first screenshot shows a flow for '03 Success' with a step '1 - Change Program Status' where the program is '2020 Industry Predictions Ebook' and the new status is 'Web Content > Influenced'. The second screenshot shows a flow for '01 Send Invite' with a step '1 - Send Email' where the email is 'Weekly Demo Invite Email', followed by a step '2 - Change Program Status' where the program is 'Weekly Demo' and the new status is 'Webinar > Invited'.

Once a person achieves success (Influenced) in the 2020 Industry Predictions Ebook, Michael wants to send the person the invite email for the weekly demo. Which modifications must Michael make to the smart campaigns to achieve this?

- A. Add the "Campaign is Requested" trigger to the 01 Send Invite smart campaign and the "Request Campaign" flow



step to the 03 Success smart campaign.

B. Add the "Campaign is Requested" trigger to the 03 Success smart campaign. No changes are needed to the 01 Send Invite smart campaign.

C. Add the "Added to Program" trigger to the 01 Send Invite smart campaign and the "Add to Program" flow step to the 03 Success smart campaign.

D. Add the "Campaign is Requested" trigger to the 01 Send Invite smart campaign. No changes are needed to the 03 Success smart campaign.

Correct Answer: D

QUESTION 3

By using tokens in an email, a marketer wants to make an email more relevant to a list of 253 recipients from different organizations. What is an incorrect use of tokens in this situation?

A. Lead token for a Custom Field value

B. System token for the Unsubscribe Link

C. My token for a lead's Company Name

D. System token for the Web View Link

Correct Answer: B

QUESTION 4

A marketer is building a Preference Center on a Marketo landing page and wants to provide a Department drop-down for those who select University as a company type. Which form property should be edited?

A. Mask Input

B. Visibility Rules

C. Validation Message

D. Field Type

Correct Answer: B

QUESTION 5

What should be used to make program acquisition automatic?

A. Local landing page

B. Global form



C. Global landing page

D. Hidden form fields

Correct Answer: A

QUESTION 6

In which initiatives can a marketer use the Recipient Time Zone feature? (Choose two.)

A. When setting the stream cadence in an engagement program stream that contains email assets and nested programs

B. When sending a newsletter email with an email program

C. When sending an invitation email with a batch smart campaign in an event program

D. When setting the stream cadence in an engagement program stream that contains only email assets

E. When sending a confirmation email with a trigger smart campaign in a default program

Correct Answer: AC

Reference: <https://nation.marketo.com/t5/Certification-Study-Group/Choosing-Program-Types-for-Email-and-Nurturing-Initiatives/gpm-p/241728>

QUESTION 7

A colleague reviewed a Marketo program setup and noticed that one of the landing page URLs is not SEO-friendly and needs to be changed. How can the URL of the landing page be changed?

A. URL Tools > Edit URL Settings

B. Landing Page Editor > Change URL

C. URL Builder > SEO URL

D. Rename URL > SEO link

Correct Answer: A

Reference: <https://docs.marketo.com/display/public/DOCS/Change+the+Landing+Page+URL>

QUESTION 8

A lead is deemed sales ready.

What is an appropriate method to communicate this to sales?

A. Update lead acquisition program



- B. Send the lead an alert
- C. Update lead status
- D. Marketing suspend the lead

Correct Answer: C

Reference: <https://nation.marketo.com/t5/Certification-Study-Group/Certification-Question/gpm-p/225351>

QUESTION 9

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 10

Which three token types can be used to insert a date into an email? (Choose three.)

- A. Rich Text
- B. Date
- C. Calendar File
- D. Number
- E. Text
- F. Score

Correct Answer: BCD

Reference: <https://nation.marketo.com/t5/Product-Discussions/Dynamic-date-token-for-email/m-p/53403>

QUESTION 11



A marketing and sales organization agrees on a service level agreement for prospects who request demos through Marketo landing pages. The marketing department is tasked with building a Smart Campaign that sends an immediate auto-reply email to the prospect, and 30 minutes afterwards, sends an email notification to the lead owner.

What is the correct order in the Smart Campaign flow setup?

- A. Send Alert > Wait 30 Minutes > Send Email
- B. Send Email > Wait 30 Minutes > Send Alert
- C. Send Alert > Wait 30 Minutes > Send Alert
- D. Send Email > Wait 30 Minutes > Send Email

Correct Answer: B

Reference: <https://docs.marketo.com/display/public/DOCS/Email+Auto-Response>

QUESTION 12

Which feature of Marketo requires an approval segmentation prior to it being functional?

- A. Custom Snippets
- B. Dynamic Content
- C. System Tokens
- D. Program Cloning

Correct Answer: B

Reference: <https://docs.marketo.com/display/public/DOCS/Understanding+Dynamic+Content>

QUESTION 13

Which two statements differentiate smart lists from segmentations? (Choose two.)

- A. A lead can exist in multiple segments within the same segmentation.
- B. Smart lists can only generate information on the lead for the past 90 days.
- C. A lead can exist in multiple smart lists.
- D. Snippets can be dynamically changed based on segmentation.
- E. Snippets are created from smart lists.

Correct Answer: CD

QUESTION 14



What are the components of an Engagement Program Dashboard? (Choose three.)

- A. Engagement Over Time
- B. Clicks
- C. Pending sends
- D. Engagement Score
- E. Highest Engagement
- F. Membership ROI

Correct Answer: ADE

Reference: <https://docs.marketo.com/display/public/DOCS/The+Engagement+Dashboard>

QUESTION 15

A marketer ran a program and did not assign a program status with success. The marketer now wants to run a program performance report to find the cost per success for the program. What will occur?

- A. The report will identify the first program status as a success and calculate based on that.
- B. The report will return a null value for cost per success.
- C. The report will identify the last program status as a success and calculate based on that.
- D. The report will return an error for cost per success.

Correct Answer: B

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

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