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Marketo Certified Expert Exam

Marketo MCE

Version Demo

Total Demo Questions: 10

Total Premium Questions: 78

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QUESTION NO: 1

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

ANSWER: B E F

QUESTION NO: 2

What should be used to make program acquisition automatic?

A. Local landing page

B. Global form

C. Global landing page

D. Hidden form fields

ANSWER: A

QUESTION NO: 3

A marketer wants to measure the success of various lead generation programs by leveraging acquisition programs.

How is the acquisition program assigned to a lead?

A. A lead needs to be sent to a CRM to receive an acquisition program.

B. A lead fills out a form on a landing page in the program.

C. A lead is added to the CRM and synced to Marketo.

D. Admin Acquisition Program is automatically assigned to new leads.

ANSWER: A

QUESTION NO: 4

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

ANSWER: A C

Explanation:

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

QUESTION NO: 5

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

ANSWER: C

Explanation:

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

QUESTION NO: 6 - (HOTSPOT)

HOTSPOT

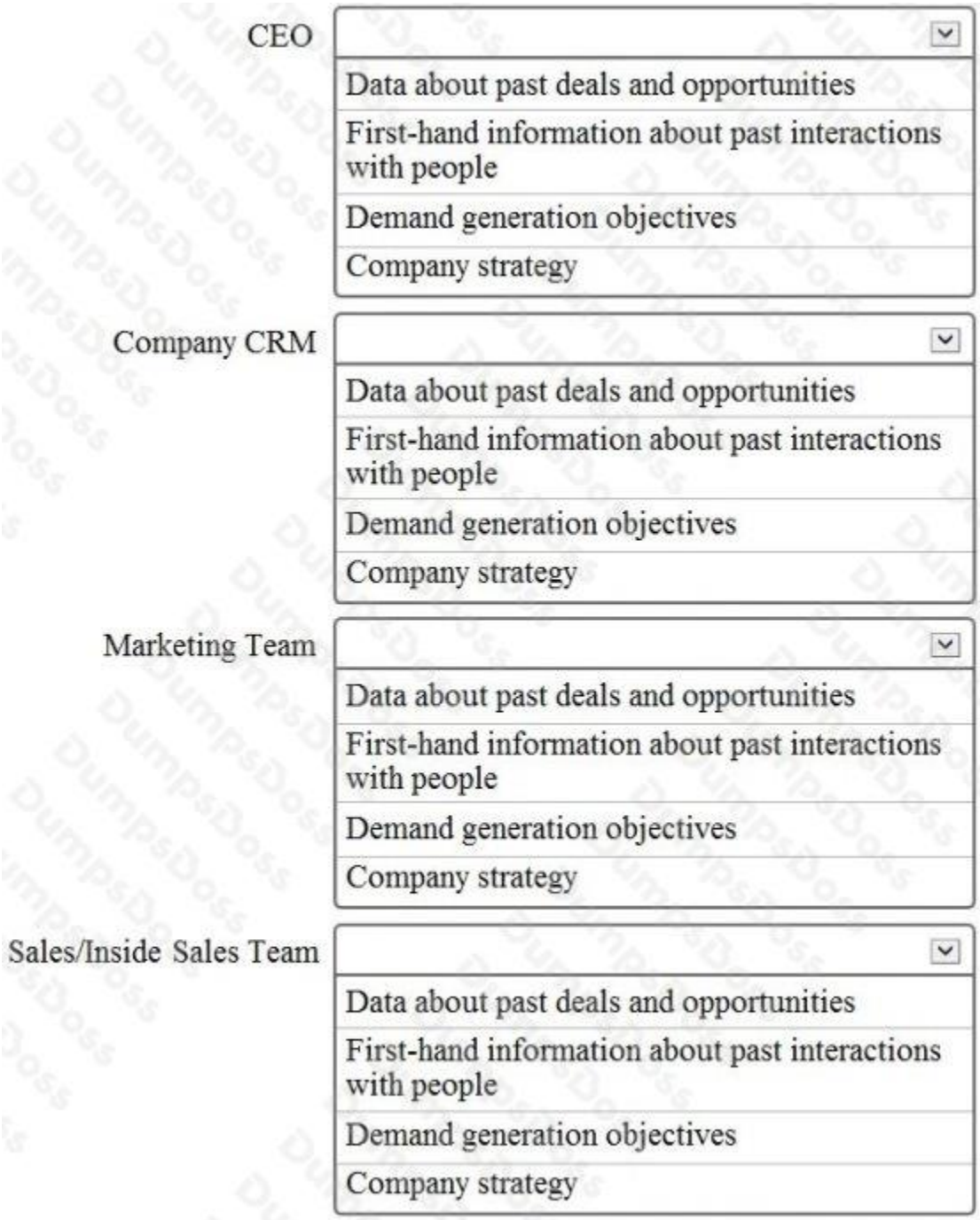
A company has never done lead scoring before and wants to build a scoring model.

Match each stakeholder to the most appropriate type of insight the stakeholder can provide during model development.

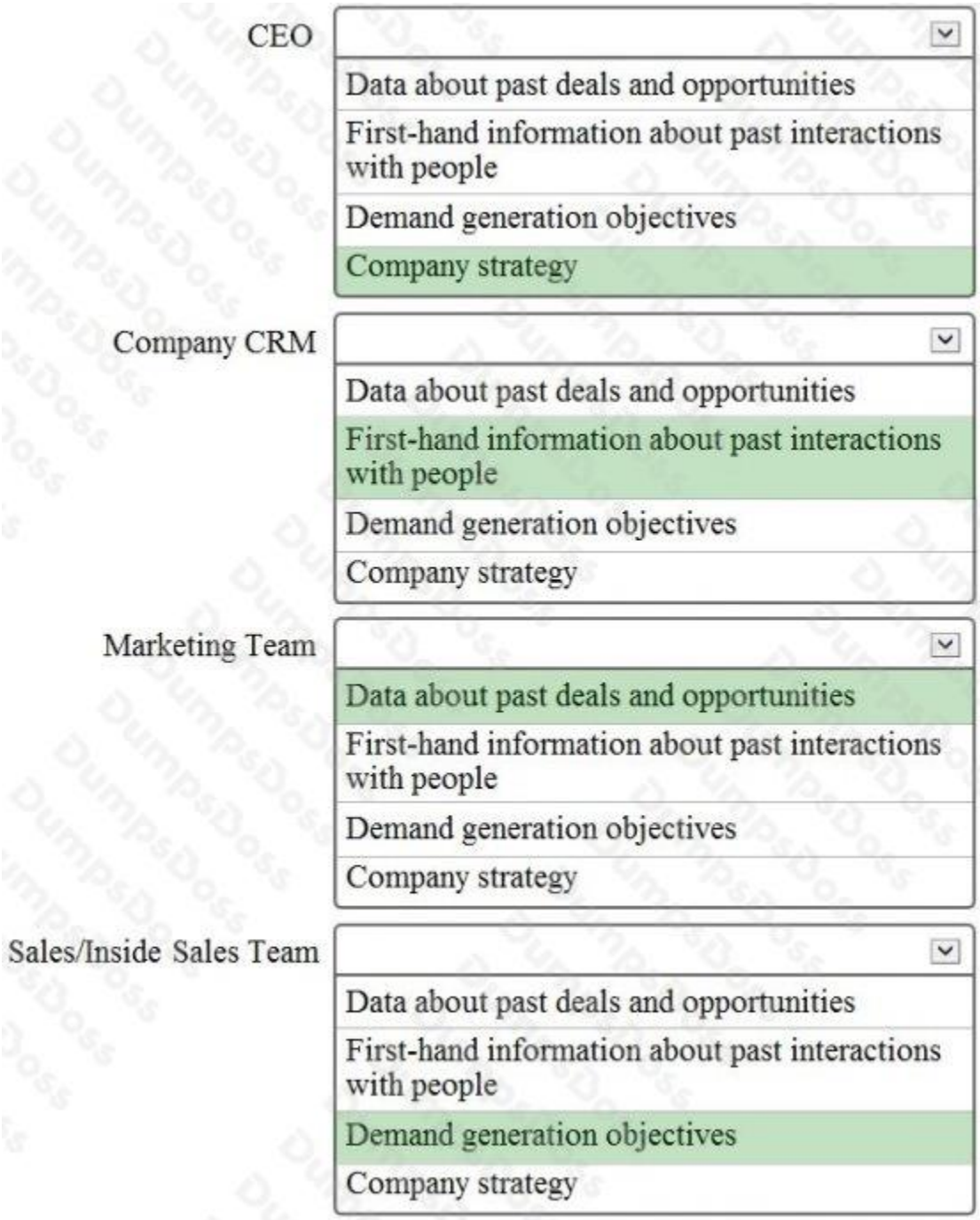
Answer options may be used more than once or not at all.

Hot Area:

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CEO
Data about past deals and opportunities
First-hand information about past interactions with people
Demand generation objectives
Company strategy
Company CRM
Data about past deals and opportunities
First-hand information about past interactions with people
Demand generation objectives
Company strategy
Marketing Team
Data about past deals and opportunities
First-hand information about past interactions with people
Demand generation objectives
Company strategy
Sales/Inside Sales Team
Data about past deals and opportunities
First-hand information about past interactions with people
Demand generation objectives
Company strategy

ANSWER:



Explanation:

QUESTION NO: 7

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.

ANSWER: C D

QUESTION NO: 8

A marketer wants to create custom unsubscribe footers for emails per geographic region and using snippets.

What needs to be built before the snippets can be used?

A. Email templates

B. Tokens

C. Segmentation

D. Smart Lists

ANSWER: A

Explanation:

Reference: https://nation.marketo.com/t5/Product-Discussions/Email-Footer-vs-Admin-Footer/m-p/153208

QUESTION NO: 9

Which form option is needed to use advanced thank you pages?

A. External URL

B. Form defined

C. None

D. Another available landing page

ANSWER: A

Explanation:

Reference: https://nation.marketo.com/t5/Product-Discussions/How-To-Handle-Multiple-External-Thank-You-Pages-From-a-Single/td-p/36856

QUESTION NO: 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

ANSWER: B C D

Explanation:

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

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