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Question 1

Question Type: MultipleChoice

A marketing manager recently launched a landing page with the following URL: go.marketo.com/Pricing. The manager is keeping the page content the same, but wants to update the URL to go.marketo.com/Product-Costs.

How should this update be done?

Options:

- A- Edit URL Settings
- B- Enable Personalized URLs
- C- Open URL Builder in Admin
- D- Generate a private preview URL

Answer:

A

Explanation:

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

Question 2

Question Type: MultipleChoice

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?

Options:

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

Answer:

A

Explanation:

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

Question 3

Question Type: MultipleChoice

An engagement program has a group of leads that a marketer no longer wants to send emails.

Removing leads from the program also causes which data to be removed?

Options:

- A- Email performance
- B- Changes to the engagement program cadence
- C- Lead score
- D- Contribution to the engagement score

Answer:

B

Question 4

Question Type: MultipleChoice

If you want to view a list of companies of the people who have visited your website during a certain time period, which report should you create?

Options:

- A- Web Page Activity Report
- B- Company Web Activity Report
- C- Landing Page Performance Report
- D- Company Performance Report

Answer:

B

Explanation:

<https://docs.marketo.com/display/public/DOCS/Company+Web+Activity+Report>

Question 5

Question Type: MultipleChoice

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.)

Options:

- A- System token
- B- Trigger token
- C- Company token

D- Email script token

E- Member token

F- Lead token

Answer:

B, E, F

Question 6

Question Type: MultipleChoice

A marketer wants the country field values in a database to be standardized.

What can a marketer do to achieve this?

Options:

A- Use a Smart Campaign to update non-standard values

B- Create a new custom field

C- Assign a default value to all new leads

D- Create static lists for each country

Answer:

A

Explanation:

<https://nation.marketo.com/t5/Product-Discussions/Country-and-State-Standardization/m-p/51842>

Question 7

Question Type: MultipleChoice

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?

Options:

- 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

Answer:

B

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