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Question 1

Question Type: MultipleChoice

Given the Active Lead Model program:

The screenshot shows the Marketo interface for the 'Active Lead Scoring Model' program. The left sidebar lists various marketing activities, with 'Active Lead Scoring Model' selected. The main content area displays the 'My Tokens' section, which includes a table of tokens and their values.

These tokens can be referenced using this naming convention: {{my.My Token}}

Ty...	Token Name	Value
Local (5 Tokens)		
★	{{my.B - Video - 100 Percent}}	+16
★	{{my.B - Video - 25 Percent}}	+2
★	{{my.B - Video - 50 Percent}}	+4
★	{{my.B - Video - 75 Percent}}	+8
★	{{my.B - Video - Played}}	+1
Inherited (44 Tokens)		
★	{{my.B - Clicks Link in Any Email}}	+10
★	{{my.B - Clicks Link in Any Sales Emal...	+15
★	{{my.B - Downloads Early Stage Cont...	+10
★	{{my.B - Email Bounces}}	-25
★	{{my.B - Fills Out Contact Us Form}}	+50

From where are the tokens inherited?

Options:

- A- Behavioral Scoring folder
- B- Lead Scoring folder
- C- z_Archive folder
- D- Active Lead Scoring Model program

Answer:

B

Explanation:

<https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Targeting-Personal>

ization/bc-p/243024

Question 2

Question Type: MultipleChoice

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?

Options:

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

Answer:

A

Explanation:

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

Question 3

Question Type: MultipleChoice

The following token is added to the text of an email: `{{lead.First Name:default=there}}`.

What is the purpose of the text `":default=there"`?

Options:

- A- To avoid an error message from showing if the field Company is empty
- B- To display "there" in the email if the field First Name is empty
- C- To avoid an error message from showing if the field First Name is empty

D- To populate the first name field with "there" if the field First Name is empty

Answer:

C

Explanation:

<https://nation.marketo.com/t5/Product-Discussions/Can-you-capitalize-lead-name-token-in-email/t-d-p/186296>



Question 4

Question Type: MultipleChoice

What form field type can be used to capture URL parameters?

Options:

- A- Input Masking Fields
- B- Hidden Form Fields
- C- Dynamic Form Fields
- D- Anonymous Form Fields

Answer:

B

Explanation:

<https://docs.marketo.com/display/public/DOCS/Set+a+Hidden+Form+Field+Value>



Question 5

Question Type: MultipleChoice

A company operates in multiple regions and has identified the vice president (VP) of Sales in each region as a stakeholder in the lead scoring development process. The VPs of Sales of two major

regions disagree about the significance of a specific factor.

Which course of action will allow both definitions to be incorporated?

Options:

- A- Implement a global scoring model giving equal weighting to both VPs of Sales input regardless of the lead region
- B- Implement a global scoring model incorporating the opinion of the most experienced VP of Sales
- C- Implement a global scoring model giving varied weightings to both VPs of Sales input according to the lead region
- D- Implement a global scoring model that uses the weighted average of both of the provided scores

Answer:

D

Question 6

Question Type: MultipleChoice

Which type of email can be sent without an unsubscribe link at the bottom?

Options:

- A- A monthly newsletter for clients
- B- An ongoing nurture for prospects
- C- An autoresponder for a webinar registration
- D- A trade show invitation for past attendees

Answer:

C

Question 7

Question Type: MultipleChoice

Which two behaviors can be tracked with Munchkin code? (Select two.)

Options:

- A- Web page visits
- B- Web page clicks
- C- Social media activity
- D- Web page bookmarks
- E- Average time spent on site

Answer:

A, E



Explanation:

<https://docs.marketo.com/display/public/DOCS/Add+Munchkin+Tracking+Code+to+Your+Website>

Question 8

Question Type: MultipleChoice

A marketing manager wants to create a report that shows database growth over time and excludes blacklisted, unsubscribed, and invalid leads from the total.

Which modification excludes these populations from the report?

Options:

- A- Custom Columns in the Smart List tab
- B- "Lead Created At" in the Setup tab
- C- "Group Leads by" in the Setup tab
- D- Exclusionary filters in the Smart List tab

Answer:

A



Question 9

Question Type: MultipleChoice

The email marketing manager receives an alert that a lead has unsubscribed. The marketing manager wants to reset the lead's score to 0.

In which two ways can this be done? (Select two.)

Options:

- A- Set up a list called "reset leads score to 0" and add the lead to that list.
- B- Do nothing because unsubscribing automatically resets the score to "0".
- C- Mark the lead as marketing suspended because that will automatically change the score to "0".
- D- Set up a batch smart campaign with a flow action step to change the score to "0".
- E- Change the score manually to 0 on the Lead Details page.

Answer:

D, E



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