



DUMPSsheet

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Question 1

Question Type: MultipleChoice

Which two behaviors can be tracked with Munchkin code? (Choose 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 2

Question Type: MultipleChoice

What is the reporting impact of selecting an acquisition program when importing a list?

Options:

- A-** The Opportunity Influence Analyzer uses acquisition program to indicate which program led directly to a won opportunity.
- B-** The acquisition program is required to show program success in the List Performance report.
- C-** The acquisition program is required to show the number and percent of new names in the Program Performance report.
- D-** Revenue Cycle Modeler uses acquisition program to trigger moving net new leads from the Anonymous to the Known stage.

Answer:

C

Question 3

Question Type: MultipleChoice

A Marketo administrator wants to test the inclusion of the word "budget" in an email's subject line within an email send program.

Which two settings must be configured for this test? (Choose two.)

Options:

- A- Sample size
- B- Champion/Challenger
- C- Segment size
- D- Dynamic content
- E- Winning criteria

Answer:

C, D

Question 4

Question Type: MultipleChoice

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?

Options:

A- Email templates

B- Tokens

C- Segmentation

D- Smart Lists

Answer:

A

Explanation:

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

Question 5

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 6

Question Type: MultipleChoice

The communication limits for your Marketo instance are as follows:



The screenshot shows a blue background with white text and input fields. It displays communication limits for a Marketo instance. The 'Per Day' limit is set to 1, and the 'Per 7 Days' limit is set to 5. Below these, there is a section titled 'Default behavior if a person is over communication limits' with a checked checkbox for 'Block non-operational emails'.

Monica, a person in your database, received Email 01 from your instance at 8:00 this morning. She also qualifies for the audience of an email program scheduled to send Email 02 at 2:00 this afternoon. Email 01 and Email 02 are both non-operational.

Which statement is true?

Options:

- A-** Monica will not receive Email 02. She will be classified as bounced in the Email Performance Report.
- B-** Monica will not receive Email 02. She will be included in the Blocked count on the email program control panel.
- C-** Monica will receive Email 02 at 2:00 pm but will not be eligible for any other emails sent today.
- D-** Monica will receive Email 02 at 8:00 am tomorrow (24 hours after the last email she received.) She will be classified as pending in the

Email Performance Report until the email is sent.

Answer:

B

Question 7

Question Type: MultipleChoice

What is a reason to include a text version with an HTML one when sending an email?

Options:

- A-** Including a text version makes it more likely for people to click.
- B-** Text emails have higher delivery rates than HTML.
- C-** Text emails offer a better user experience than HTML.
- D-** Some email clients can only receive text emails.

Answer:

A

Explanation:

<https://blog.marketo.com/2017/07/html-text-emails-better.html>

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