



Free Questions for MCE by certsdeals

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Question 1

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? (Choose 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

Question 2

Question Type: MultipleChoice

What should be used to make program acquisition automatic?

Options:

- A- Local landing page
- B- Global form
- C- Global landing page
- D- Hidden form fields

Answer:

A

Question 3

Question Type: MultipleChoice

A marketing manager needs to create a program to use when gating content on the company website.

Which two channel type combinations are appropriate for this activity? (Choose two.)

Options:

- A- An Engagement program with channel Content
- B- An Email program with channel Gated Content
- C- A Default program with channel Email
- D- A Default program with channel Gated Content
- E- A Default program with channel Web Form

Answer:

A, C

Question 4

Question Type: MultipleChoice

The marketing department has a multi-stream engagement program. Each stream within the engagement program has multiple leads who have exhausted content. The content marketing manager adds a new piece of content into the top of the first stream only.

Who receives the new content at the next cast?

Options:

- A- All leads in the program with an engagement score higher than 5.
- B- All leads who have not exhausted content in the entire program.
- C- All leads who have exhausted content in the entire program.
- D- All leads who are in the first stream of the program.

Answer:

C

Explanation:

<https://nation.marketo.com/t5/Product-Discussions/What-happens-to-exhausted-leads-when-new-content-is-added/td-p/57316>

Question 5

Question Type: MultipleChoice

Which type of score should sales look at to identify purchasing authority?

Options:

- A- Demographic
- B- Engagement
- C- Account
- D- Behavioral

Answer:

A

Explanation:

<https://go.marketo.com/rs/561-HYG-937/images/Marketo-Lead-Scoring.pdf>

Question 6

Question Type: MultipleChoice

Which field should a marketer use to pause emailing to a lead?

Options:

- A- Email Suspended
- B- Unsubscribed
- C- Marketing Suspended
- D- Blacklisted

Answer:

C

Explanation:

<https://nation.marketo.com/t5/Product-Discussions/What-is-the-best-way-to-rest-leads-or-suspend-communication/m-p/122917>

Question 7

Question Type: MultipleChoice

A marketer wants to have a form in a pop-up window on the company website.

How can the marketer accomplish this?

Options:

- A- Choose Lightbox as the embed code type
- B- Design a landing page that gives the visual effect of a pop up window
- C- Change the form type to Lightbox under form settings
- D- Create a New RTP Dialog Web Campaign

Answer:

A

Explanation:

<https://nation.marketo.com/t5/Product-Discussions/Website-Pop-Ups/m-p/59328>

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