



Free Questions for MCE

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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 a table of tokens for this program.

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:

ization/bc-p/243024

Question 2

Question Type: MultipleChoice

A U.S.-based organization does business internationally. The forms on the company website collect basic information: First Name, Last Name, Company Name, Country, and Email Address.

What needs to be done in Marketo to ensure legal requirements are met for handling leads in countries with double opt-in laws?

Options:

- A- Include an Unsubscribe link in all marketing emails
- B- Add a checkbox with verbiage stating that by filling out the form, the lead consents to receive email
- C- Suppress all non-US respondents
- D- Create the processes to abide by a country's SPAM laws

Answer:

B

Question 3

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 4

Question Type: MultipleChoice

Where can you manage program report subscriptions? (Choose two.)



Options:

- A- In the Subscriptions tab of the report in Marketing Activities
- B- In the Subscriptions tab in Marketing Activities
- C- In the Subscriptions tab in Analytics
- D- In the Subscriptions tab in Database

Answer:

B, C

Explanation:

<https://docs.marketo.com/display/public/DOCS/Manage+Report+Subscriptions>

Question 5

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 6

Question Type: MultipleChoice

What is the purpose of a default value in a token?

Options:

- A- To display values like current Date/Time
- B- To show a value if a lead's referenced field is empty
- C- To refer to the name or description of a program
- D- To create custom variables at the Campaign Folder or Program level

Answer:

C

Explanation:

<https://docs.marketo.com/display/public/DOCS/Tokens+Overview>

Question 7

Question Type: MultipleChoice

Which two asset types can be used in an engagement program stream? (Choose two.)

Options:

- A- Program
- B- Report
- C- Email
- D- Landing page
- E- Social button

Answer:

A, C

Explanation:

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



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