



Free Questions for MCE

Shared by Morgan on 22-07-2024

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## Question 1

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Question Type: MultipleChoice

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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:

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

## Question 2

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Question Type: MultipleChoice

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A marketer wants to measure the success of various lead generation programs by leveraging acquisition programs.

How is the acquisition program assigned to a lead?

Options:

- A- A lead needs to be sent to a CRM to receive an acquisition program.
- B- A lead fills out a form on a landing page in the program.
- C- A lead is added to the CRM and synced to Marketo.
- D- Admin Acquisition Program is automatically assigned to new leads.

Answer:

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A

## Question 3

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Question Type: MultipleChoice

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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:

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- 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:

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A

## Question 4

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Question Type: MultipleChoice

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What is one difference between segmentations and smart lists?



Options:

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- A- A lead can exist in multiple segmentations but not in multiple smart lists.
- B- Segmentations can be used to create dynamic content while smart lists cannot.
- C- Smart lists can be used as a filter option when creating an email program while segmentations cannot.
- D- Smart lists can be used in smart campaigns while segmentations cannot.

Answer:

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B

Explanation:

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<https://gosolomon.com/mce-study-guide-targeting-personalization/>

## Question 5

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Question Type: MultipleChoice

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

Options:

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

Answer:

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B

Explanation:

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

## Question 6

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Question Type: MultipleChoice

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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:

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

Answer:

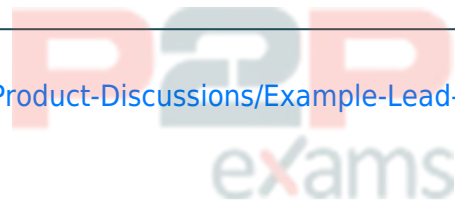
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A

Explanation:

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



## Question 7

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Question Type: Hotspot

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Match each Webinar Program Status with its effect on the webinar provider or Marketo.

Answer options may be used more than once or not at all.



Invited

▼

Sends Marketo which leads did not Attend  
 Marks lead as watched recording  
 Registers the Lead with the webinar provider  
 Does nothing  
 Sends Marketo which leads Attended

No Show

▼

Sends Marketo which leads did not Attend  
 Marks lead as watched recording  
 Registers the Lead with the webinar provider  
 Does nothing  
 Sends Marketo which leads Attended

Attended

▼

Sends Marketo which leads did not Attend  
 Marks lead as watched recording  
 Registers the Lead with the webinar provider  
 Does nothing  
 Sends Marketo which leads Attended

Registered

▼

Sends Marketo which leads did not Attend  
 Marks lead as watched recording  
 Registers the Lead with the webinar provider  
 Does nothing  
 Sends Marketo which leads Attended

Attended On-Demand

▼

Sends Marketo which leads did not Attend  
 Marks lead as watched recording  
 Registers the Lead with the webinar provider  
 Does nothing  
 Sends Marketo which leads Attended

Answer:

See the Answer in the Premium Version!

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## Question 8

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Question Type: MultipleChoice

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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

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Explanation:

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

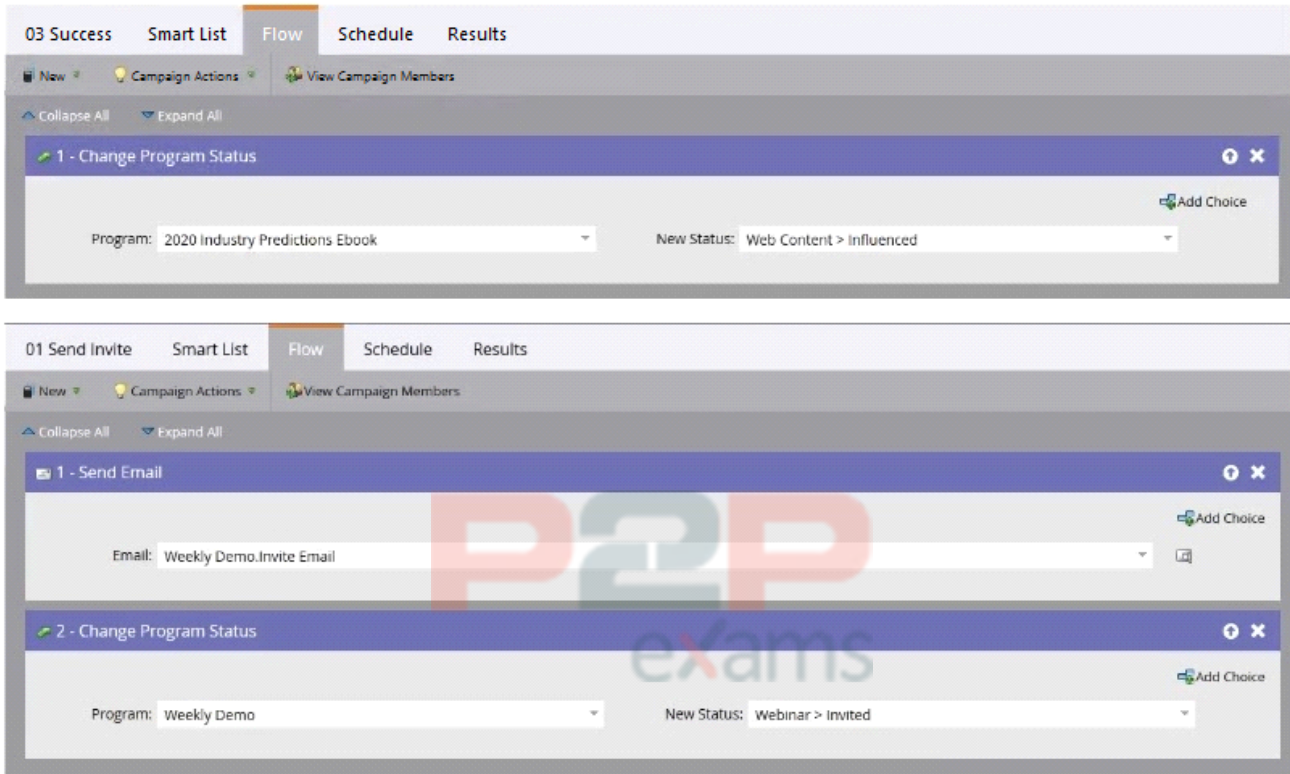
## Question 9

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Question Type: MultipleChoice

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Michael has created two smart campaigns in two different programs. The flow for each smart campaign is shown below.



Once a person achieves success (Influenced) in the 2020 Industry Predictions Ebook, Michael wants to send the person the invite email for the weekly demo.

Which modifications must Michael make to the smart campaigns to achieve this?

**Options:**

- A- Add the "Campaign is Requested" trigger to the 01 Send Invite smart campaign and the "Request Campaign" flow step to the 03 Success smart campaign.
- B- Add the "Campaign is Requested" trigger to the 03 Success smart campaign. No changes are needed to the 01 Send Invite smart campaign.
- C- Add the "Added to Program" trigger to the 01 Send Invite smart campaign and the "Add to Program" flow step to the 03 Success smart campaign.
- D- Add the "Campaign is Requested" trigger to the 01 Send Invite smart campaign. No changes are needed to the 03 Success smart campaign.

**Answer:**

D

**Question 10**

**Question Type:** MultipleChoice

A lead is deemed sales ready.



What is an appropriate method to communicate this to sales?

Options:

- A- Update lead acquisition program
- B- Send the lead an alert
- C- Update lead status
- D- Marketing suspend the lead

Answer:

C



Explanation:

<https://nation.marketo.com/t5/Certification-Study-Group/Certification-Question/gpm-p/225351>

## Question 11

Question Type: MultipleChoice

Given the webinar program statuses below, which of the statements is true?

Status	Step	System Mapping	Success	Hide	Delete
Invited	10		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Waitlisted	20	Waitlisted	<input type="checkbox"/>		
Registered	20	Registered	<input type="checkbox"/>		
Attended	30	Attended	<input checked="" type="checkbox"/>		
No Show	30	No Show	<input type="checkbox"/>		
Attended On-dem	40	Attended On-demand	<input checked="" type="checkbox"/>		

**ADD STEP**

Options:

- A- Once members are marked as "Attended", they cannot move to "Attended On-demand".
- B- Once members are marked as "Attended", they cannot move to "No Show".
- C- Once members are marked as "Registered", they cannot move to "Waitlisted".
- D- Once members are marked as "Registered", they cannot move to "Invited".

Answer:

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A

## Question 12

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Question Type: MultipleChoice

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The marketing manager wants to compare year-over-year lead generation.

Which report type delivers this information?



Options:

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- A- Program Performance Report
- B- Revenue Explorer Report
- C- Lead Performance Report
- D- Leads by Revenue Stage

Answer:

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C

Explanation:

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<https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Analytics-Reporting/ba-p/242879?ru=36499&sr=stream>



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