# Marketo MCE Practice Questions

**Shared by Camacho on 11-11-2026**

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## Question 1

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 2

Question Type: MultipleChoice

A marketer is building a Preference Center on a Marketo landing page and wants to provide a Department drop-down for those who select University as a company type.

Which form property should be edited?

### Options:

A- Mask Input
B- Visibility Rules
C- Validation Message
D- Field Type

### Answer:

B

## Question 3

Question Type: MultipleChoice

What is the difference between hard bounces and soft bounces?

### Options:

A- A hard bounce happens when an email is rejected by a spam filter; a soft bounce means an email address is invalid.
B- A hard bounce renders a lead email address invalid; a soft bounce gets automatically resolved within a few days.
C- A soft bounce renders a lead email address invalid; a hard bounce gets automatically resolved within a few days.
D- A soft bounce happens when an email is rejected by a spam filter; a hard bounce means an email address is invalid.

### Answer:

B

### Explanation:

https://docs.marketo.com/display/public/DOCS/Hard+and+Soft+Bounces+in+Email

## Question 4

Question Type: MultipleChoice

Which type of leads will receive a non-operational email?

### Options:

A- Marketable leads
B- Marketing suspended leads
C- Blacklisted leads
D- Unsubscribed leads

## Answer:

D

## Explanation:

https://nation.marketo.com/t5/Product-Documents/How-Does-Marketo-Decide-Whether-a-Person-Receives-Email-or-Not/ta-p/250309

# Question 5

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 6

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 7

Question Type: MultipleChoice

An engagement program to promote a new online training series has two objectives:

A ''Haven't Attended'' objective to get people who have never attended to sign up

A ''Continue'' objective to get people who have previously attended to complete the training series

Which two mechanisms of an engagement program are needed to ensure that the right people receive the right call to action? (Choose two.)

## Options:

A- A transition rule to pull members from the ''Haven't Attended'' group to the ''Continue'' communications emails
B- A transition rule to push members from the ''Haven't Attended'' group to the ''Continue'' communication emails.
C- Two streams: one to add people to the program and the other to promote more new attendees
D- Two streams: one to promote attendance and the other to encourage completion

## Answer:

B, D

## Question 8

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 9

Question Type: MultipleChoice

A colleague reviewed a Marketo program setup and noticed that one of the landing page URLs is not SEO-friendly and needs to be changed.

How can the URL of the landing page be changed?

### Options:

A- URL Tools > Edit URL Settings
B- Landing Page Editor > Change URL
C- URL Builder > SEO URL
D- Rename URL > SEO link

## Answer:

A

## Explanation:

https://docs.marketo.com/display/public/DOCS/Change+the+Landing+Page+URL

# Question 10

Question Type: MultipleChoice

On a People Performance report, how is timeframe restricted?

## Options:

A- Date of Activity
B- Both a and c
C- Sent Date
D- Created Date

## Answer:

C

## Explanation:

https://nation.marketo.com/t5/Product-Discussions/Email-Performance-based-on-a-Specific-Time-Frame/td-p/102036

# Question 11

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

## Question 12

Question Type: MultipleChoice

Given the following message to the sales team:

''John Smith filled out form ''Chicago Tradeshow'' on October 11, 2013''

Which three types of tokens are most efficient to create this message on an alert? (Select three.)

### Options:

A- System token
B- Trigger token
C- Company token
D- Email script token
E- Member token
F- Lead token

### Answer:

B, E, F

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