# Free Questions for MCE

## Shared by Ewing on 12-12-2023

For More Free Questions and Preparation Resources

Check the Links on Last Page

# Question 1

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 2

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 3

Question Type: MultipleChoice

In which two ways can a marketer avoid a spamtrap? (Choose two.)

### Options:

A- Establish a direct Opt-in process for all leads
B- Email leads who have been inactive for more than 6 months
C- Purge the database of inactive leads
D- Purchase lists from data vendors

### Answer:

A, C

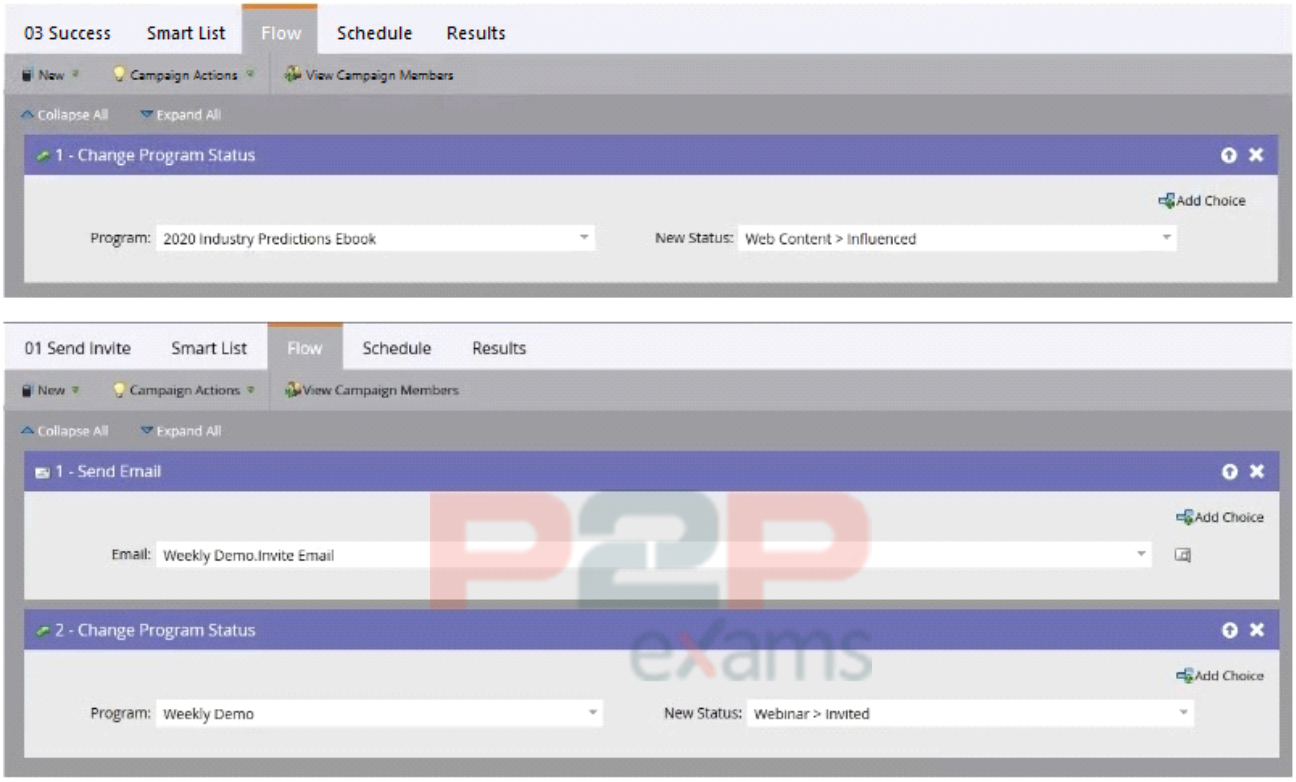
### Explanation:

https://nation.marketo.com/t5/Knowledgebase/What-is-a-spamtrap-and-why-do-they-matter/ta-p/248282

## Question 4

Question Type: MultipleChoice

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 5

Question Type: MultipleChoice

The email marketing manager wants to reset the score for all leads who have been unengaged.

Which value in the CHANGE SCORE Flow Step will reset the leads' score?

## Options:

A- -100
B- {{System.Reset}}
C- Reset
D- = 0

## Answer:

D

## Explanation:

https://nation.marketo.com/t5/Product-Discussions/Change-Score-Flow-vs-Change-Data-Value-Lead-Score/m-p/190403

# Question 6

Question Type: MultipleChoice

A lead's score changes to 100, and the marketing manager wants two actions to occur immediately:

Send an email to the lead owner

Create an Interesting Moment

What should be done to ensure this?

## Options:

A- Set up a Smart Campaign with a 'Score is Changed' trigger in the Smart List, and 'Send Alert' and 'Interesting Moment' Steps in the Flow
B- Set up a Smart Campaign with a 'Score was Changed' filter in the Smart List, and 'Send Alert' and 'Interesting Moment' Steps in the Flow
C- Set up a Smart Campaign with a 'Score is Changed' trigger in the Smart List, and 'Send Email' and 'Interesting Moment' Steps in the Flow
D- Set up a Smart Campaign with a 'Score was Changed' filter in the Smart List, and 'Send Email'

and 'Interesting Moment' Steps in the Flow

## Answer:

C

## Explanation:

https://docs.marketo.com/display/public/DOCS/Send+Alert

To Get Premium Files for MCE Visit
https://www.p2pexams.com/products/mce

For More Free Questions Visit
https://www.p2pexams.com/marketo/pdf/mce

