



Free Questions for MCE by vceexamstest

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 three token types can be used to insert a date into an email? (Choose three.)

Options:

- A- Rich Text
- B- Date
- C- Calendar File
- D- Number
- E- Text
- F- Score

Answer:

B, C, D

Explanation:

Question 2

Question Type: MultipleChoice

A marketer ran a program and did not assign a program status with success. The marketer now wants to run a program performance report to find the cost per success for the program.

What will occur?

Options:

- A-** The report will identify the first program status as a success and calculate based on that.
- B-** The report will return a null value for cost per success.
- C-** The report will identify the last program status as a success and calculate based on that.
- D-** The report will return an error for cost per success.

Answer:

B

Explanation:

<https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Analytics-Reporting/bc-p/242885>

Question 3

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 4

Question Type: MultipleChoice

What needs to be done to track the success of programs using a custom channel?

Options:

- A- Ensure forms are local to the program
- B- Upload the list of attendees to a list in the program
- C- Ensure that program statuses are being updated

D- Include a "Responded" program status

Answer:

C

Explanation:

<https://nation.marketo.com/t5/Product-Discussions/Tracking-Email-Conversions/m-p/31496>

Question 5

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 6

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>

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>

