

DUMPS ARENA

Marketo Certified Expert Exam

Marketo MCE

Version Demo

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QUESTION NO: 1

What is one difference between segmentations and smart lists?

- 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: B**Explanation:**

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

QUESTION NO: 2

The following token is added to the text of an email: {{lead.First Name:default=there}}.

What is the purpose of the text “:default=there”?

- A. To avoid an error message from showing if the field Company is empty
- B. To display “there” in the email if the field First Name is empty
- C. To avoid an error message from showing if the field First Name is empty
- D. To populate the first name field with “there” if the field First Name is empty

ANSWER: C**Explanation:**

Reference: <https://nation.marketo.com/t5/Product-Discussions/Can-you-capitalize-lead-name-token-in-email/td-p/186296>

QUESTION NO: 3 - (HOTSPOT)

HOTSPOT

A company has never done lead scoring before and wants to build a scoring model.

Match each stakeholder to the most appropriate type of insight the stakeholder can provide during model development.

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

Hot Area:

CEO

<input type="checkbox"/>
Data about past deals and opportunities
First-hand information about past interactions with people
Demand generation objectives
Company strategy

Company CRM

<input type="checkbox"/>
Data about past deals and opportunities
First-hand information about past interactions with people
Demand generation objectives
Company strategy

Marketing Team

<input type="checkbox"/>
Data about past deals and opportunities
First-hand information about past interactions with people
Demand generation objectives
Company strategy

Sales/Inside Sales Team

<input type="checkbox"/>
Data about past deals and opportunities
First-hand information about past interactions with people
Demand generation objectives
Company strategy

ANSWER:

CEO

	▼
Data about past deals and opportunities	
First-hand information about past interactions with people	
Demand generation objectives	
Company strategy	

Company CRM

	▼
Data about past deals and opportunities	
First-hand information about past interactions with people	
Demand generation objectives	
Company strategy	

Marketing Team

	▼
Data about past deals and opportunities	
First-hand information about past interactions with people	
Demand generation objectives	
Company strategy	

Sales/Inside Sales Team

	▼
Data about past deals and opportunities	
First-hand information about past interactions with people	
Demand generation objectives	
Company strategy	

Explanation:

QUESTION NO: 4

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

- A. Rich Text
- B. Date

- C. Calendar File
- D. Number
- E. Text
- F. Score

ANSWER: B C D

Explanation:

Reference: <https://nation.marketo.com/t5/Product-Discussions/Dynamic-date-token-for-email/m-p/53403>

QUESTION NO: 5

Which two behaviors can be tracked with Munchkin code? (Choose two.)

- A. Web page visits
- B. Web page clicks
- C. Social media activity
- D. Web page bookmarks
- E. Average time spent on site

ANSWER: A E

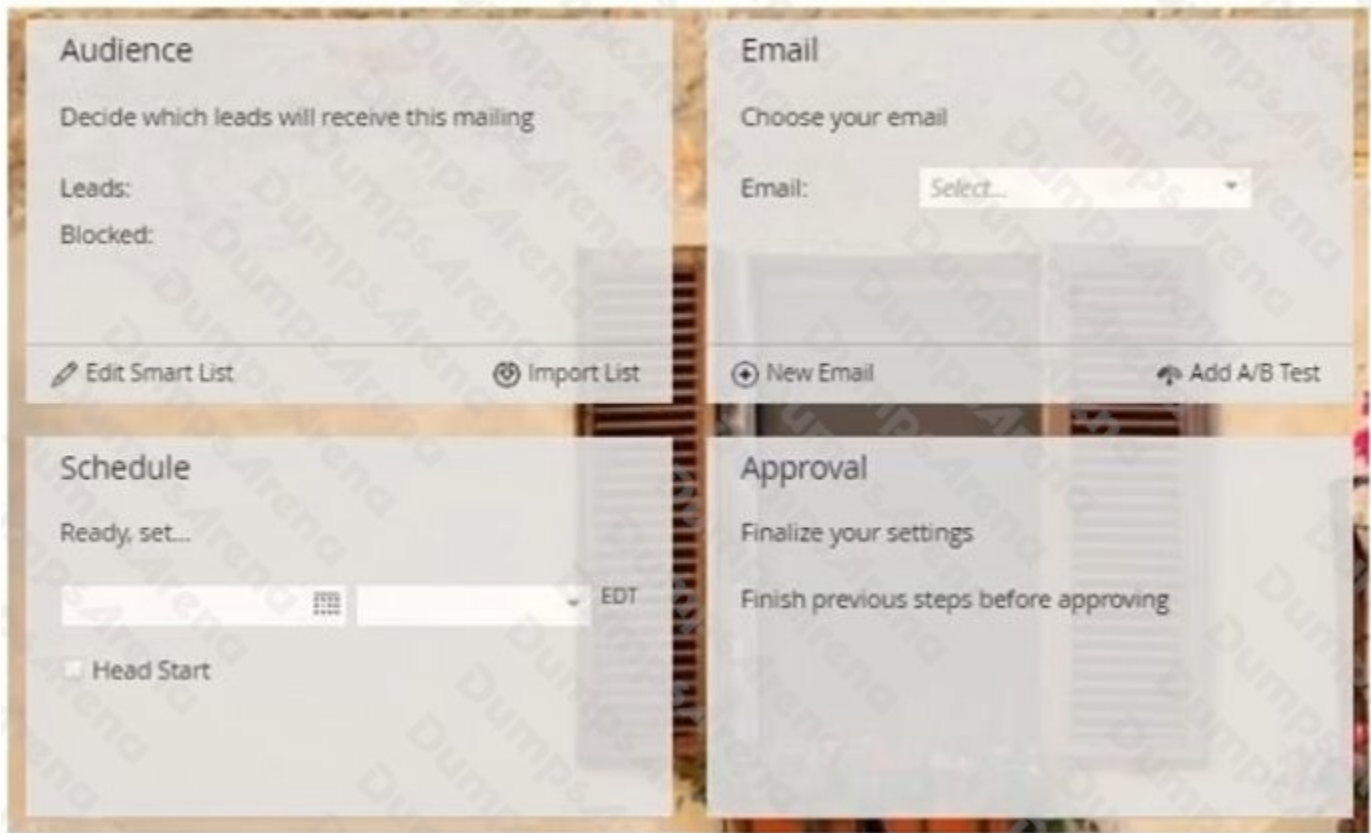
Explanation:

Reference: <https://docs.marketo.com/display/public/DOCS/Add+Munchkin+Tracking+Code+to+Your+Website>

QUESTION NO: 6

The marketing department of a technology company believes the use of “Servers” in the subject line will increase open rates of an email. To prove this, an A/B test will be utilized.

Given the screenshot:



In which component of the Control Panel will the schedule for the email be set?

- A. Add A/B Test
- B. Schedule
- C. New Email
- D. Edit Smart List

ANSWER: C

Explanation:

Reference: <https://gosolomon.com/mce-study-guide-program-fundamentals/>

QUESTION NO: 7

Kurt is creating a new program for an upcoming webinar initiative. He needs to ensure that every person who fills out the registration form will receive a unique login URL via email. Which three steps must Kurt complete in order to accomplish this? (Choose three.)

- A. Add a new My Token to the program called {{my.webinar URL}}
- B. Create a smart campaign using the Fills Out Form trigger

- C. Create a smart campaign using the Send Alert flow step
- D. Change the form settings to operational
- E. Create an email that includes the {{member.webinar URL}} token
- F. Change the email settings to operational
- G. Create an email that includes the {{webinar.link URL}} token

ANSWER: B E F

Explanation:

Reference: <https://nation.marketo.com/t5/Product-Discussions/How-To-Lock-Down-Event-Registration-Form-To-Limit-Registration/td-p/198765>

QUESTION NO: 8

An engagement program has a group of leads that a marketer no longer wants to send emails.

Removing leads from the program also causes which data to be removed?

- A. Email performance
- B. Changes to the engagement program cadence
- C. Lead score
- D. Contribution to the engagement score

ANSWER: B

QUESTION NO: 9

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?

- 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:

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

QUESTION NO: 10

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

- 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:

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