

MCE Exam

Marketo Certified Expert Exam

Questions & Answers Demo

Version: 7.0

Question: 1

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:

	and the second se	9		
Audience		Email		
Decide which leads will receive this mailing		Choose your email		
Leads:		Email: Select.	-	
Blocked:	Terret			
/ Edit Smart List	limport List	New Email	Add A/8 Tes	
Schedule		Approval		
Ready, set		Finalize your settings		
10	. EDT	Finish previous steps befo	ore approving	
Head Start				
		Alex Inter		

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

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

Question: 2

On a People Performance report, how is timeframe restricted?

A. Date of Activity

- B. Both a and c
- C. Sent Date
- D. Created Date

Answer: C

Reference:

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

Question: 3

In the Smart List for a Smart Campaign, there are two triggers and one filter, and the rule logic is set to ALL:

Trigger Campaign	Smart List	Flo	ow Schedule	Results			
Campaign Actions Campaign Members							
Use ALL filters 🔹 🗠 Collapse All 🗢 Expand All							
🖌 Fills Out Form				0 ×			
Form Name:	is	×	My Program - RF.My Forr	Add Constraint •			
🖌 Visits Web Paj	ge			0 X			
Web Page:	is	× I	My Program - RF.My Page	> Add Constraint *			
> 1 - Industry				0 ×			
Industry:	is		Marketing	0 -			

Which logic will apply for a lead to qualify for this Smart Campaign?

A. The lead must fill out the selected form, and visit the selected web page, and have an industry of "Marketing".

B. The lead must have an industry of "Marketing" and either fill out the selected form or visit the selected web page.

C. The lead must fill out the selected form, or visit the selected web page, or have an industry of "Marketing".

D. The lead must have an industry of "Marketing" or both fill out the selected form and visit the selected web page.

Answer: D

Reference:

https://nation.marketo.com/t5/Product-Discussions/Using-Filter-Trigger-in-Smart-List/m-p/88218

Question: 4

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?

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

Answer: D

Reference:

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

Question: 5

A marketing and sales organization agrees on a service level agreement for prospects who request demos through Marketo landing pages. The marketing department is tasked with building a Smart Campaign that sends an immediate auto-reply email to the prospect, and 30 minutes afterwards, sends an email notification to the lead owner.

What is the correct order in the Smart Campaign flow setup?

A. Send Alert > Wait 30 Minutes > Send Email

B. Send Email > Wait 30 Minutes > Send Alert

C. Send Alert > Wait 30 Minutes > Send Alert

D. Send Email > Wait 30 Minutes > Send Email

Answer: B

Reference: https://docs.marketo.com/display/public/DOCS/Email+Auto-Response