# MCE<sup>Q&As</sup>

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**QUESTION 1**

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?

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

Correct Answer: C

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

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**QUESTION 2**

Given the webinar program statuses below, which of the statements is true?



A. Once members are marked as "Attended", they cannot move to "Attended On-demand".

B. Once members are marked as "Attended", they cannot move to "No Show".

C. Once members are marked as "Registered", they cannot move to "Waitlisted".

D. Once members are marked as "Registered", they cannot move to "Invited".

Correct Answer: A

**QUESTION 3**

A demand generation manager wants to run a batch Smart Campaign to update leads that were either created by form fillout today or who visited the company\\'s pricing page. Which rule logic should be used when setting up the Smart List?

A. Use ALL filters

B. Use ANY filters

C. Use Advanced filters

D. Use Basic filters

Correct Answer: A

Reference: https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Program-Fundamentals/ba-p/243293

**QUESTION 4**

Which form option is needed to use advanced thank you pages?

A. External URL

B. Form defined

C. None

D. Another available landing page

Correct Answer: A

Reference: https://nation.marketo.com/t5/Product-Discussions/How-To-Handle-Multiple-External-Thank-You-Pages-From-a-Single/td-p/36856

**QUESTION 5**

A Marketo administrator wants to test the inclusion of the word "budget" in an email\\'s subject line within an email send program. Which two settings must be configured for this test? (Choose two.)

A. Sample size

B. Champion/Challenger

C. Segment size

D. Dynamic content

E. Winning criteria

Correct Answer: CD

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