



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

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### QUESTION 1

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

Correct Answer: B

Ref:<https://experienceleague.adobe.com/docs/marketo/using/product-docs/demand-generation/landing-pages/personalizing-landing-pages/tokens-overview.html?lang=en>

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### QUESTION 2

Which two asset types can be used in an engagement program stream? (Choose two.)

- A. Program
- B. Report
- C. Email
- D. Landing page
- E. Social button

Correct Answer: AC

Reference: <https://docs.marketo.com/display/public/DOCS/Understanding+Engagement+Programs>

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### QUESTION 3

A marketer wants to have a form in a pop-up window on the company website. How can the marketer accomplish this?

- A. Choose Lightbox as the embed code type
- B. Design a landing page that gives the visual effect of a pop up window
- C. Change the form type to Lightbox under form settings
- D. Create a New RTP Dialog Web Campaign

Correct Answer: A

Reference: <https://nation.marketo.com/t5/Product-Discussions/Website-Pop-Ups/m-p/59328>

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#### QUESTION 4

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

Correct Answer: D

#### QUESTION 5

The communication limits for your Marketo instance are as follows:

The screenshot shows a configuration panel for communication limits. It has a light blue background. At the top, it says "Per Day:" followed by a dropdown menu showing the number "1". Below that, it says "Per 7 Days:" followed by a dropdown menu showing the number "5". At the bottom, there is a section titled "Default behavior if a person is over communication limits" with a checked checkbox and the text "Block non-operational emails".

Monica, a person in your database, received Email 01 from your instance at 8:00 this morning. She also qualifies for the audience of an email program scheduled to send Email 02 at 2:00 this afternoon. Email 01 and Email 02 are both nonoperational.

Which statement is true?

- A. Monica will not receive Email 02. She will be classified as bounced in the Email Performance Report.
- B. Monica will not receive Email 02. She will be included in the Blocked count on the email program control panel.
- C. Monica will receive Email 02 at 2:00 pm but will not be eligible for any other emails sent today.
- D. Monica will receive Email 02 at 8:00 am tomorrow (24 hours after the last email she received.) She will be classified as pending in the Email Performance Report until the email is sent.

Correct Answer: B



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