



MCE^{Q&As}

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QUESTION 1

A marketing director is asked to email leads to invite them to a company event.

Which Program Channel Type should be used to register leads and host the event onsite?

- A. Tradeshow Channel
- B. Email Blast
- C. Roadshow Channel
- D. Webinar Channel

Correct Answer: B

QUESTION 2

What form field type can be used to capture URL parameters?

- A. Input Masking Fields
- B. Hidden Form Fields
- C. Dynamic Form Fields
- D. Anonymous Form Fields

Correct Answer: B

Reference: <https://docs.marketo.com/display/public/DOCS/Set+a+Hidden+Form+Field+Value>

QUESTION 3

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



Status	Step	System Mapping	Success	Hide	Delete
Invited	10		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Waitlisted	20	Waitlisted	<input type="checkbox"/>		
Registered	20	Registered	<input type="checkbox"/>		
Attended	30	Attended	<input checked="" type="checkbox"/>		
No Show	30	No Show	<input type="checkbox"/>		
Attended On-dem	40	Attended On-demand	<input checked="" type="checkbox"/>		

ADD STEP

- 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 4

What should be used to make program acquisition automatic?

- A. Local landing page
- B. Global form
- C. Global landing page
- D. Hidden form fields

Correct Answer: A

QUESTION 5

HOTSPOT

Match each Webinar Program Status with its effect on the webinar provider or Marketo.

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

Hot Area:



Invited

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

No Show

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Attended

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Registered

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Attended On-Demand

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended



Correct Answer:



Invited

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

No Show

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Attended

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Registered

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Attended On-Demand

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended



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