

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

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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			0	
Waitlisted	20	Waitlisted			
Registered	20	Registered			
Attended	30	Attended	⊌		
No Show	30	No Show			
Attended On-dem	40	Attended On- demand	☑		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**

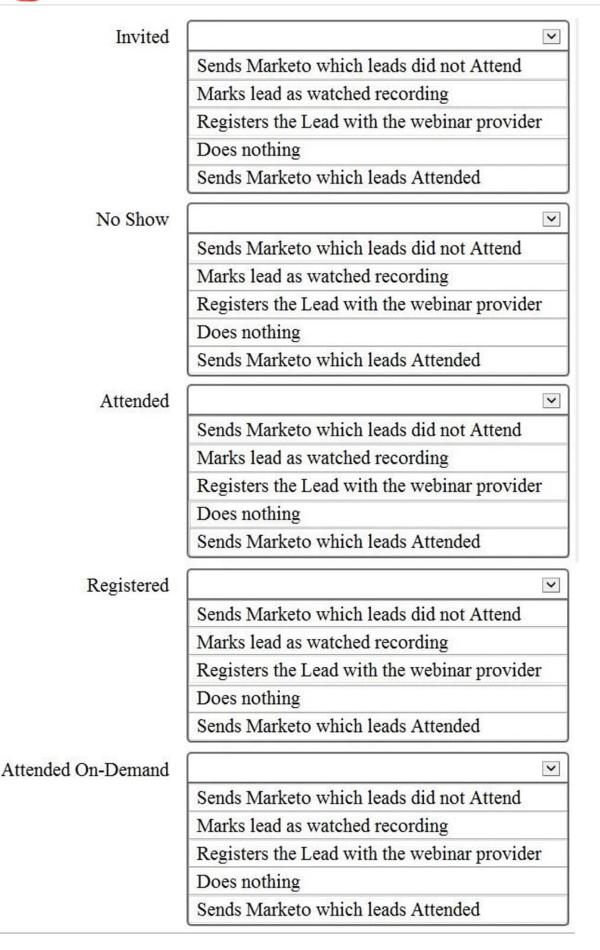
#### **HOTSPOT**

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:

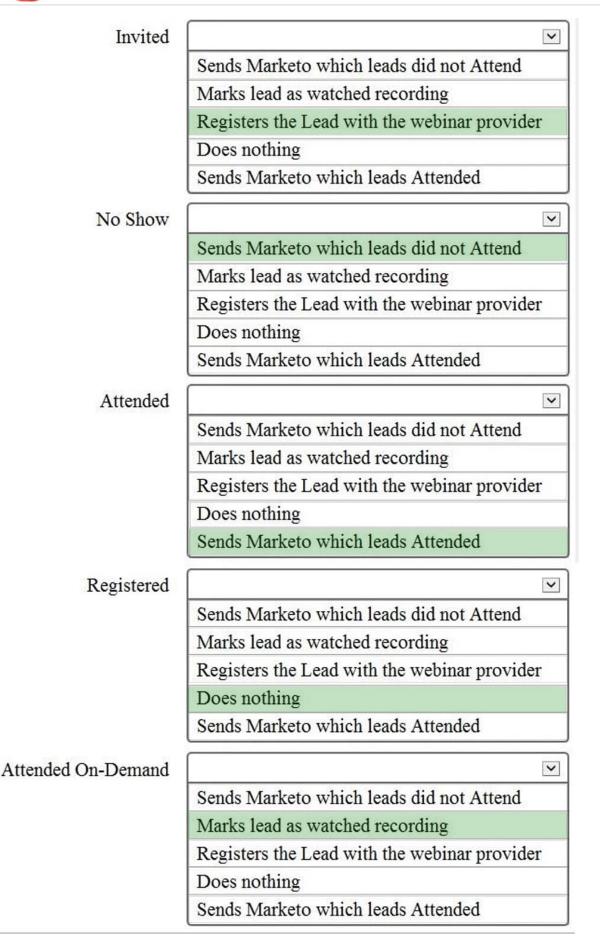






Correct Answer:







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