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QUESTION 1

Which type of email can be sent without an unsubscribe link at the bottom?

A. A monthly newsletter for clients

B. An ongoing nurture for prospects

C. An autoresponder for a webinar registration

D. A trade show invitation for past attendees

Correct Answer: C

QUESTION 2

Which step is necessary to add a custom column to a lead report?

A. Select the Smart List(s)

B. Drag over Opportunity Columns

C. Select Export Rows

D. Activate Custom Columns in Admin

Correct Answer: A

Reference: https://docs.marketo.com/display/public/DOCS/Add+Custom+Columns+to+a+Person+Report

QUESTION 3

A marketing manager wants to create a report that shows database growth over time and excludes blacklisted, unsubscribed, and invalid leads from the total. Which modification excludes these populations from the report?

A. Custom Columns in the Smart List tab

B. "Lead Created At" in the Setup tab

C. "Group Leads by" in the Setup tab

D. Exclusionary filters in the Smart List tab

Correct Answer: A

QUESTION 4

A U.S.-based organization does business internationally. The forms on the company website collect basic information: First Name, Last Name, Company Name, Country, and Email Address. What needs to be done in Marketo to ensure

legal requirements are met for handling leads in countries with double opt-in laws?

A. Include an Unsubscribe link in all marketing emails

B. Add a checkbox with verbiage stating that by filling out the form, the lead consents to receive email

C. Suppress all non-US respondents

D. Create the processes to abide by a country\\'s SPAM laws

Correct Answer: B

QUESTION 5

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

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