MCE^{Q&As}

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QUESTION 1

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

QUESTION 2

What is required if a marketing manager wants to send one email to two segments, but the header image will be different for each segment?

A. System tokens

B. Smart lists

C. An approved snippet

D. An approved segmentation

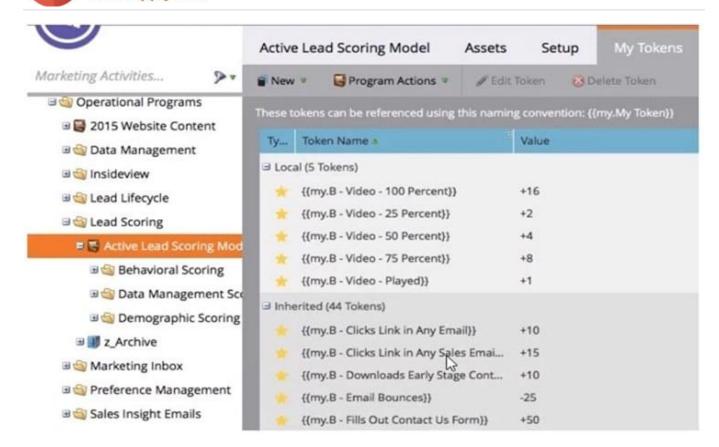Correct Answer: C

QUESTION 3

Given the Active Lead Model program:

From where are the tokens inherited?

A. Behavioral Scoring folder

B. Lead Scoring folder

C. z_Archive folder

D. Active Lead Scoring Model program

Correct Answer: B

Reference: https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Targeting-Personalization/bc-p/243024

QUESTION 4

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

QUESTION 5

Which three token types can be used to insert a date into an email? (Choose three.)

A. Rich Text

B. Date

C. Calendar File

D. Number

E. Text

F. Score

Correct Answer: BCD

Reference: https://nation.marketo.com/t5/Product-Discussions/Dynamic-date-token-for-email/m-p/53403

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