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QUESTION 1

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 2

What is one difference between segmentations and smart lists?

- A. A lead can exist in multiple segmentations but not in multiple smart lists.
- B. Segmentations can be used to create dynamic content while smart lists cannot.
- C. Smart lists can be used as a filter option when creating an email program while segmentations cannot.
- D. Smart lists can be used in smart campaigns while segmentations cannot.

Correct Answer: B

Reference: <https://gosolomon.com/mce-study-guide-targeting-personalization/>

QUESTION 3

Which field should a marketer use to pause emailing to a lead?

- A. Email Suspended
- B. Unsubscribed
- C. Marketing Suspended
- D. Blacklisted

Correct Answer: C

Reference: <https://nation.marketo.com/t5/Product-Discussions/What-is-the-best-way-to-rest-leads-or-suspend-communication/m-p/122917>



QUESTION 4

A marketer wants to measure the success of various lead generation programs by leveraging acquisition programs. How is the acquisition program assigned to a lead?

- A. A lead needs to be sent to a CRM to receive an acquisition program.
- B. A lead fills out a form on a landing page in the program.
- C. A lead is added to the CRM and synced to Marketo.
- D. Admin Acquisition Program is automatically assigned to new leads.

Correct Answer: A

QUESTION 5

The marketing manager wants to compare year-over-year lead generation. Which report type delivers this information?

- A. Program Performance Report
- B. Revenue Explorer Report
- C. Lead Performance Report
- D. Leads by Revenue Stage

Correct Answer: C

Reference: <https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Analytics-Reporting/bap/242879?ru=36499andsr=stream>

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