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QUESTION 1

A marketer ran a program and did not assign a program status with success. The marketer now wants to run a program performance report to find the cost per success for the program. What will occur?

- A. The report will identify the first program status as a success and calculate based on that.
- B. The report will return a null value for cost per success.
- C. The report will identify the last program status as a success and calculate based on that.
- D. The report will return an error for cost per success.

Correct Answer: B

Reference: <https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Analytics-Reporting/bc-p/242885>

QUESTION 2

A marketer has a global form that is used on five white-paper landing pages.

How can the marketer determine which leads filled out the form on a specific landing page?

- A. Create a Landing Page Performance Report
- B. Create a smart list using the filter "Visited Web Page" with the constraint of "Form = True"
- C. Create a smart list using the filter "Filled out form" with the constraint of "Web Page"
- D. Create a form submission list in the Design Studio

Correct Answer: C

Reference: <https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Analytics-Reporting/bc-p/242885>

QUESTION 3

Given the Active Lead Model program:



Ty...	Token Name	Value
Local (5 Tokens)		
★	{{my.B - Video - 100 Percent}}	+16
★	{{my.B - Video - 25 Percent}}	+2
★	{{my.B - Video - 50 Percent}}	+4
★	{{my.B - Video - 75 Percent}}	+8
★	{{my.B - Video - Played}}	+1
Inherited (44 Tokens)		
★	{{my.B - Clicks Link in Any Email}}	+10
★	{{my.B - Clicks Link in Any Sales Email}}	+15
★	{{my.B - Downloads Early Stage Cont...	+10
★	{{my.B - Email Bounces}}	-25
★	{{my.B - Fills Out Contact Us Form}}	+50

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

What is the purpose of a default value in a token?

- A. To display values like current Date/Time
- B. To show a value if a lead's referenced field is empty
- C. To refer to the name or description of a program
- D. To create custom variables at the Campaign Folder or Program level

Correct Answer: B



QUESTION 5

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 6

If you want to view a list of companies of the people who have visited your website during a certain time period, which report should you create?

- A. Web Page Activity Report
- B. Company Web Activity Report
- C. Landing Page Performance Report
- D. Company Performance Report

Correct Answer: B

Reference: <https://docs.marketo.com/display/public/DOCS/Company+Web+Activity+Report>

QUESTION 7

Which two behaviors can be tracked with Munchkin code? (Choose two.)

- A. Web page visits
- B. Web page clicks
- C. Social media activity
- D. Web page bookmarks
- E. Average time spent on site



Correct Answer: AE

Reference: <https://docs.marketo.com/display/public/DOCS/Add+Munchkin+Tracking+Code+to+Your+Website>

QUESTION 8

A marketer is building a Preference Center on a Marketo landing page and wants to provide a Department drop-down for those who select University as a company type. Which form property should be edited?

- A. Mask Input
- B. Visibility Rules
- C. Validation Message
- D. Field Type

Correct Answer: B

QUESTION 9

A marketer wants to identify duplicate leads using the person's full name instead of email address. How can the marketer accomplish this task?

- A. Adjust the duplicate System Smart List filter value to Full Name
- B. Create a Smart List using the Full Name filter and the duplicate constraint
- C. Edit duplicate identification settings in the Admin panel
- D. Create a segment using Full Name

Correct Answer: A

Reference: <https://nation.marketo.com/t5/Product-Discussions/How-to-Handle-Full-Name-Duplicates/td-p/47687>

QUESTION 10

What is the reporting impact of selecting an acquisition program when importing a list?

- A. The Opportunity Influence Analyzer uses acquisition program to indicate which program led directly to a won opportunity.
- B. The acquisition program is required to show program success in the List Performance report.
- C. The acquisition program is required to show the number and percent of new names in the Program Performance report.
- D. Revenue Cycle Modeler uses acquisition program to trigger moving net new leads from the Anonymous to the Known stage.



Correct Answer: C

QUESTION 11

A marketing manager needs to create a program to use when gating content on the company website.

Which two channel type combinations are appropriate for this activity? (Choose two.)

- A. An Engagement program with channel Content
- B. An Email program with channel Gated Content
- C. A Default program with channel Email
- D. A Default program with channel Gated Content
- E. A Default program with channel Web Form

Correct Answer: AC

QUESTION 12

What is a reason to include a text version with an HTML one when sending an email?

- A. Including a text version makes it more likely for people to click.
- B. Text emails have higher delivery rates than HTML.
- C. Text emails offer a better user experience than HTML.
- D. Some email clients can only receive text emails.

Correct Answer: D

QUESTION 13

On a People Performance report, how is timeframe restricted?

- A. Date of Activity
- B. Both a and c
- C. Sent Date
- D. Created Date

Correct Answer: C

Reference: <https://nation.marketo.com/t5/Product-Discussions/Email-Performance-based-on-a-Specific-Time-Frame/td->



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QUESTION 14

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 15

A colleague reviewed a Marketo program setup and noticed that one of the landing page URLs is not SEO-friendly and needs to be changed. How can the URL of the landing page be changed?

- A. URL Tools > Edit URL Settings
- B. Landing Page Editor > Change URL
- C. URL Builder > SEO URL
- D. Rename URL > SEO link

Correct Answer: A

Reference: <https://docs.marketo.com/display/public/DOCS/Change+the+Landing+Page+URL>

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