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Question 1

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?

Options:

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.

Answer:

A

Question 2

A company has never done lead scoring before and wants to build a scoring model.

Match each stakeholder to the most appropriate type of insight the stakeholder can provide during model development.

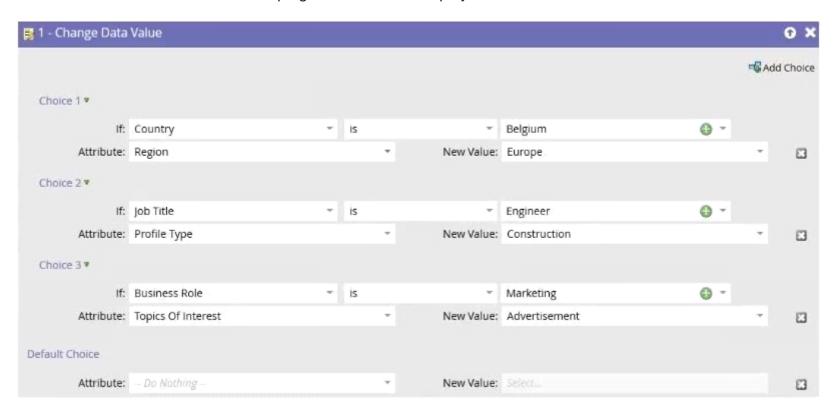Answer options may be used more than once or not at all.

CEO [dropdown]

Data about past deals and opportunities

First-hand information about past interactions with people

Demand generation objectives

Company strategy

Question 3

Company CRM [dropdown]

Data about past deals and opportunities

First-hand information about past interactions with people

Demand generation objectives

Company strategy

A marketer wants to create a Program Performance Report that shows the performance for all programs targeting a certain geographic region.

What would be the best way to accomplish this?

Marketing Team [dropdown]

Data about past deals and opportunities

First-hand information about past interactions with people

Demand generation objectives

Company strategy

Options:

A- Add a custom column to the Program Performance Report.

B- Use a custom tag as a filter on the setup tab of the Program Performance Report.

C- Use a filter on the smart list of the Program Performance Report.

D- Use the drill down feature of the Program Performance Report.

Sales/Inside Sales Team [dropdown]

Data about past deals and opportunities

First-hand information about past interactions with people

Demand generation objectives

Question 4

Question Type: MultipleChoice

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?

Options:

A- Tradeshow Channel

B- Email Blast

C- Roadshow Channel

D- Webinar Channel

Answer:

D

Question 5

A marketer has created a Smart Campaign with the Flow displayed in the screenshot:

Which attribute(s) will be updated if a Lead is running through the Flow and all Choices except the Default Choice would match?

Options:

A- The attribute 'Topics of Interest' will be updated. 'Region' & 'Profile Type' won't get an update.

B- All attributes will be updated.

C- The attribute 'Region' will be updated. 'Profile Type' & 'Topics of Interest' won't get an update.

D- The attribute 'Profile Type' will be updated. 'Region' & 'Topics of Interest' won't get an update.

Answer:

D

Question 6

Question Type: **MultipleChoice**

How is Marketo different from an email service provider (ESP)?

A- Marketo can dedupe data and nurture leads; an ESP can host landing pages and provide email open rates.

B- Marketo can score and nurture leads; an ESP can send multi-step campaigns and track open and click rates.

C- Marketo can measure the impact of marketing initiatives on revenue; an ESP can track open and click rates.

D- Marketo has the ability to send personalized emails and monitor website actions; an ESP can send email blasts and score leads.

Answer:

D

Explanation:

https://blog.marketo.com/2012/11/what-is-the-difference-between-email-marketing-and-marketing-automation.html

Question 7

Question Type: **MultipleChoice**

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

Answer:

A

Explanation:

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

Question 8

Question Type: MultipleChoice

The marketing manager wants to compare year-over-year lead generation.

Which report type delivers this information?