



**Free Questions for MCE by certsinside**

**Shared by Morgan on 22-07-2024**

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# Question 1

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**Question Type:** MultipleChoice

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In which initiatives can a marketer use the Recipient Time Zone feature? (Choose two.)

## Options:

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- A- When setting the stream cadence in an engagement program stream that contains email assets and nested programs
- B- When sending a newsletter email with an email program
- C- When sending an invitation email with a batch smart campaign in an event program
- D- When setting the stream cadence in an engagement program stream that contains only email assets
- E- When sending a confirmation email with a trigger smart campaign in a default program

## Answer:

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A, C

## Explanation:

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<https://nation.marketo.com/t5/Certification-Study-Group/Choosing-Program-Types-for-Email-and-Nurturing-Initiatives/gpm-p/241728>

## Question 2

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**Question Type:** MultipleChoice

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A lead's score changes to 100, and the marketing manager wants two actions to occur immediately:

Send an email to the lead owner

Create an Interesting Moment

What should be done to ensure this?

### Options:

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- A-** Set up a Smart Campaign with a 'Score is Changed' trigger in the Smart List, and 'Send Alert' and 'Interesting Moment' Steps in the Flow
- B-** Set up a Smart Campaign with a 'Score was Changed' filter in the Smart List, and 'Send Alert' and 'Interesting Moment' Steps in the Flow
- C-** Set up a Smart Campaign with a 'Score is Changed' trigger in the Smart List, and 'Send Email' and 'Interesting Moment' Steps in the Flow
- D-** Set up a Smart Campaign with a 'Score was Changed' filter in the Smart List, and 'Send Email' and 'Interesting Moment' Steps in the Flow

Flow

**Answer:**

---

C

**Explanation:**

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<https://docs.marketo.com/display/public/DOCS/Send+Alert>

## Question 3

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**Question Type: MultipleChoice**

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A service level agreement (SLA) between sales and marketing requires that if sales marks a lead as Unqualified, an Unqualified Reason must be provided. The marketing team wants to nurture those leads.

What should be added as a flow step in a Smart Campaign to accomplish this?

**Options:**

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- A- Add to SFDC Campaign
- B- Add to Engagement Program
- C- Add to Nurture Stream
- D- Add to Trash

**Answer:**

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A

## Question 4

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**Question Type:** MultipleChoice

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A marketer has created several tokens to use in an initiative to send out a survey to customers:

## Marketing Activities...

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- [-] 📁 2017-Customer Survey
  - [-] 📁 2017 Customer Survey
    - [-] 📁 2017 Customer Survey Reminder
      - [-] 📄 EM1
    - [-] 📁 2017 Customer Survey Reminder 2
      - [-] 📄 EM1
  - [-] 📁 Assets
    - [-] 📄 2017 Customer Survey
  - [+] 📁 Campaigns
  - [+] 📁 Reports

In which two places should tokens have been created to be inherited in the 2017 Customer Survey Reminder 2 program? (Choose two.)

### Options:

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- A- In the 2017 Customer Survey Reminder 2 Program
- B- In the 2017 Customer Survey Reminder Program
- C- In the 2017 Customer Survey Program

**D-** In the 2017-Customer Survey Campaign Folder

**E-** In the Admin Area

**F-** In the Reports Folder

**Answer:**

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C, F

## Question 5

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**Question Type:** MultipleChoice

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An engagement program to promote a new online training series has two objectives:

A "Haven't Attended" objective to get people who have never attended to sign up

A "Continue" objective to get people who have previously attended to complete the training series

Which two mechanisms of an engagement program are needed to ensure that the right people receive the right call to action? (Choose two.)

**Options:**

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- A-** A transition rule to pull members from the "Haven't Attended" group to the "Continue" communications emails
- B-** A transition rule to push members from the "Haven't Attended" group to the "Continue" communication emails.
- C-** Two streams: one to add people to the program and the other to promote more new attendees
- D-** Two streams: one to promote attendance and the other to encourage completion

**Answer:**

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B, D

## Question 6

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**Question Type:** MultipleChoice

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Where can you manage program report subscriptions? (Choose two.)

**Options:**

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- A-** In the Subscriptions tab of the report in Marketing Activities
- B-** In the Subscriptions tab in Marketing Activities



**C-** In the Subscriptions tab in Analytics

**D-** In the Subscriptions tab in Database

**Answer:**

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B, C

**Explanation:**

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<https://docs.marketo.com/display/public/DOCS/Manage+Report+Subscriptions>

## Question 7

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**Question Type: MultipleChoice**

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A company operates in multiple regions and has identified the vice president (VP) of Sales in each region as a stakeholder in the lead scoring development process. The VPs of Sales of two major regions disagree about the significance of a specific factor.

Which course of action will allow both definitions to be incorporated?

**Options:**

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- A- Implement a global scoring model giving equal weighting to both VPs of Sales input regardless of the lead region
- B- Implement a global scoring model incorporating the opinion of the most experienced VP of Sales
- C- Implement a global scoring model giving varied weightings to both VPs of Sales input according to the lead region
- D- Implement a global scoring model that uses the weighted average of both of the provided scores

**Answer:**

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D

## Question 8

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**Question Type: MultipleChoice**

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What is one difference between segmentations and smart lists?

**Options:**

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- 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.

**Answer:**

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B

**Explanation:**

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

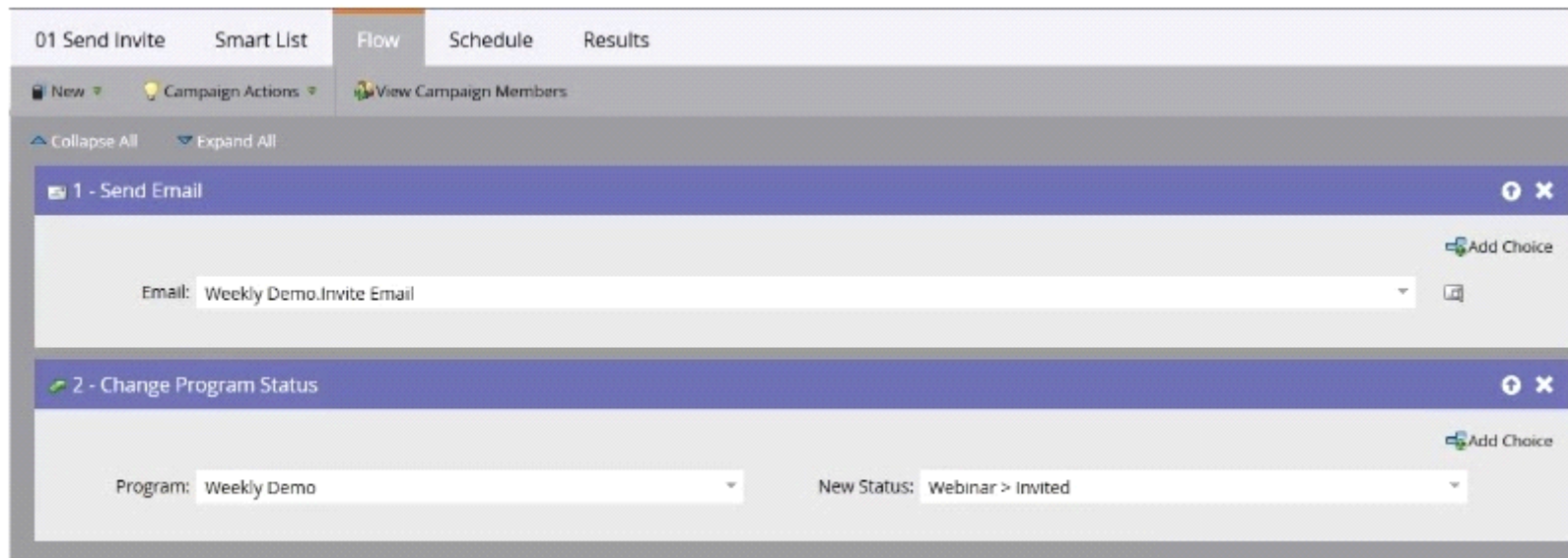
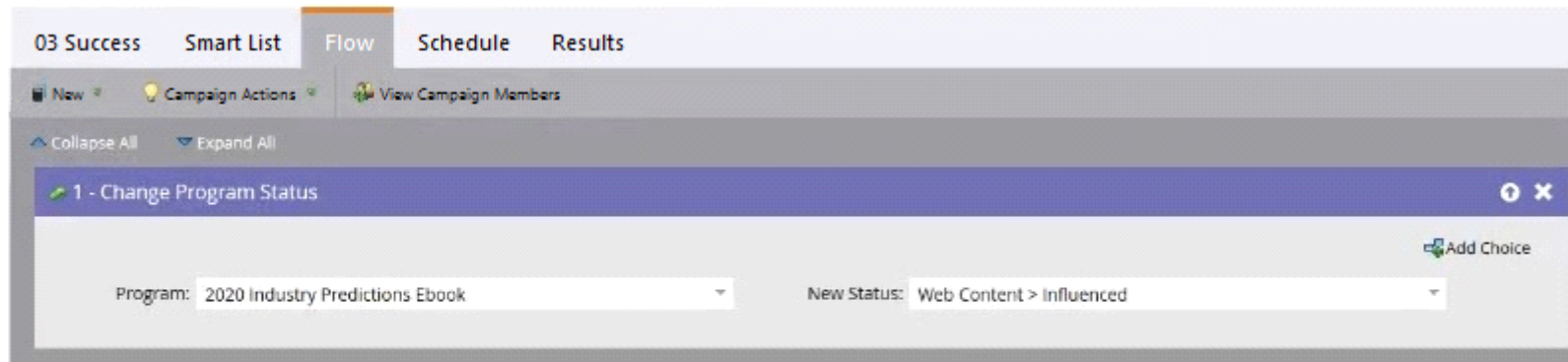
## Question 9

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**Question Type:** MultipleChoice

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Michael has created two smart campaigns in two different programs. The flow for each smart campaign is shown below.



Once a person achieves success (Influenced) in the 2020 Industry Predictions Ebook, Michael wants to send the person the invite email for the weekly demo.

Which modifications must Michael make to the smart campaigns to achieve this?

### Options:

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- A-** Add the "Campaign is Requested" trigger to the 01 Send Invite smart campaign and the "Request Campaign" flow step to the 03 Success smart campaign.
- B-** Add the "Campaign is Requested" trigger to the 03 Success smart campaign. No changes are needed to the 01 Send Invite smart campaign.
- C-** Add the "Added to Program" trigger to the 01 Send Invite smart campaign and the "Add to Program" flow step to the 03 Success smart campaign.
- D-** Add the "Campaign is Requested" trigger to the 01 Send Invite smart campaign. No changes are needed to the 03 Success smart campaign.

### Answer:

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D

## Question 10

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### Question Type: MultipleChoice

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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?

### Options:

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- 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

### Answer:

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B

## Question 11

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**Question Type: MultipleChoice**

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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?

### Options:

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- 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

### Answer:

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C

### Explanation:

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

## Question 12

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**Question Type: MultipleChoice**

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What are the components of an Engagement Program Dashboard? (Choose three.)

**Options:**

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A- Engagement Over Time

B- Clicks

C- Pending sends

D- Engagement Score

E- Highest Engagement

F- Membership ROI

**Answer:**

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A, D, E

**Explanation:**

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<https://docs.marketo.com/display/public/DOCS/The+Engagement+Dashboard>



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