

Free Questions for MCE

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Question 1

Question Type: MultipleChoice

In the Smart List for a Smart Campaign, there are two triggers and one filter, and the rule logic is set to ALL:

The screenshot shows a 'Smart List' configuration interface with the following elements:

- Navigation tabs: Trigger Campaign, Smart List (selected), Flow, Schedule, Results.
- Buttons: New, Campaign Actions, View Campaign Members.
- Filter controls: Use ALL filters, Collapse All, Expand All.
- Rule 1 (Orange header): 'Fills Out Form'. Condition: Form Name: is My Program - RF.My Form.
- Rule 2 (Orange header): 'Visits Web Page'. Condition: Web Page: is My Program - RF.My Page.
- Rule 3 (Green header): '1 - Industry'. Condition: Industry: is Marketing.

Which logic will apply for a lead to qualify for this Smart Campaign?

Options:

- A- The lead must fill out the selected form, and visit the selected web page, and have an industry of "Marketing".
- B- The lead must have an industry of "Marketing" and either fill out the selected form or visit the selected web page.
- C- The lead must fill out the selected form, or visit the selected web page, or have an industry of "Marketing".
- D- The lead must have an industry of "Marketing" or both fill out the selected form and visit the selected web page.

Answer:

D

Explanation:

<https://nation.marketo.com/t5/Product-Discussions/Using-Filter-Trigger-in-Smart-List/m-p/88218>

Question 2

Question Type: MultipleChoice

Which two asset types can be used in an engagement program stream? (Choose two.)

Options:

A- Program

B- Report

C- Email

D- Landing page

E- Social button

Answer:

A, C

Explanation:

<https://docs.marketo.com/display/public/DOCS/Understanding+Engagement+Programs>

Question 3

Question Type: MultipleChoice

A marketer's CRM requires that States be entered as a 2-digit abbreviation. The marketer wants to display full state names in the form picklists.

How should this be done?

Options:

- A- Use Mark Input to display the abbreviation while storing the full state
- B- Store the full state in "Stored Value" and the abbreviation in "Display Value" on the form field settings
- C- Store the full state in "Display Value" and the abbreviation in "Stored Value" on the form field settings
- D- Use Mark Input to display the full state value while storing the abbreviation

Answer:

B

Explanation:

<https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Admin-Operational/ba-p/242936?comment=34298>

Question 4

Question Type: MultipleChoice

Which feature of Marketo requires an approval segmentation prior to it being functional?

Options:

- A- Custom Snippets
- B- Dynamic Content
- C- System Tokens
- D- Program Cloning

Answer:

B

Explanation:

<https://docs.marketo.com/display/public/DOCS/Understanding+Dynamic+Content>

Question 5

Question Type: MultipleChoice

Where is the setting to enable Progressive Profiling when designing a form found?

Options:

- A- Form Settings > Settings
- B- Admin functions
- C- Field Details
- D- Form Settings > Themes

Answer:

A

Explanation:

<https://docs.marketo.com/display/public/DOCS/Configure+Form+Progressive+Profiling>

Question 6

Question Type: MultipleChoice

A marketing and sales organization agrees on a service level agreement for prospects who request demos through Marketo landing pages. The marketing department is tasked with building a Smart Campaign that sends an immediate auto-reply email to the prospect, and 30 minutes afterwards, sends an email notification to the lead owner.

What is the correct order in the Smart Campaign flow setup?

Options:

- A- Send Alert > Wait 30 Minutes > Send Email
- B- Send Email > Wait 30 Minutes > Send Alert
- C- Send Alert > Wait 30 Minutes > Send Alert
- D- Send Email > Wait 30 Minutes > Send Email

Answer:

B

Explanation:

Question 7

Question Type: MultipleChoice

The email marketing manager wants to reset the score for all leads who have been unengaged.

Which value in the CHANGE SCORE Flow Step will reset the leads' score?

Options:

A- -100

B- {{System.Reset}}

C- Reset

D- = 0

Answer:

D

Explanation:

<https://nation.marketo.com/t5/Product-Discussions/Change-Score-Flow-vs-Change-Data-Value-Lead-Score/m-p/190403>

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