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QUESTION 1

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/ba-p/242879?ru=36499andsr=stream>

QUESTION 2

In which two ways can a marketer avoid a spamtrap? (Choose two.)

- A. Establish a direct Opt-in process for all leads
- B. Email leads who have been inactive for more than 6 months
- C. Purge the database of inactive leads
- D. Purchase lists from data vendors

Correct Answer: AC

Reference: <https://nation.marketo.com/t5/Knowledgebase/What-is-a-spamtrap-and-why-do-they-matter/ta-p/248282>

QUESTION 3

A marketer wants to have a form in a pop-up window on the company website. How can the marketer accomplish this?

- A. Choose Lightbox as the embed code type
- B. Design a landing page that gives the visual effect of a pop up window
- C. Change the form type to Lightbox under form settings
- D. Create a New RTP Dialog Web Campaign

Correct Answer: A

Reference: <https://nation.marketo.com/t5/Product-Discussions/Website-Pop-Ups/m-p/59328>



QUESTION 4

By completing a form on the website, a lead is indicating interest in exploring the company products and solutions and is deemed sales ready. How can this be communicated to sales?

- A. Use a Trigger Campaign to Send Alert
- B. Use a Trigger Campaign to Send Email
- C. Create a Lead Performance report for sales
- D. Change the Lead Score for the lead

Correct Answer: D

QUESTION 5

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

Correct Answer: A

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

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