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QUESTION 1

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?

- A. -100
- B. {{System.Reset}}
- C. Reset
- D. = 0

Correct Answer: D

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

QUESTION 2

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?

- 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.

Correct Answer: A

QUESTION 3

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?

- 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

Correct Answer: B



Reference: <https://docs.marketo.com/display/public/DOCS/Email+Auto-Response>

QUESTION 4

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 5

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

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

Correct Answer: A

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

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