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QUESTION 1

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?

A. Add to SFDC Campaign

B. Add to Engagement Program

C. Add to Nurture Stream

D. Add to Trash

Correct Answer: A

QUESTION 2

A marketer wants to identify duplicate leads using the person\\'s full name instead of email address. How can the marketer accomplish this task?

A. Adjust the duplicate System Smart List filter value to Full Name

B. Create a Smart List using the Full Name filter and the duplicate constraint

C. Edit duplicate identification settings in the Admin panel

D. Create a segment using Full Name

Correct Answer: A

Reference: https://nation.marketo.com/t5/Product-Discussions/How-to-Handle-Full-Name-Duplicates/td-p/47687

QUESTION 3

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?

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.

Correct Answer: B

QUESTION 4

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?

A. The attribute `Topics of Interest\\' will be updated. `Region\\' and `Profile Type\\' won\\'t get an update.

B. All attributes will be updated.

C. The attribute `Region\\' will be updated. `Profile Type\\' and `Topics of Interest\\' won\\'t get an update.

D. The attribute `Profile Type\\' will be updated. `Region\\' and `Topics of Interest\\' won\\'t get an update.

Correct Answer: D

QUESTION 5

A marketing director is asked to email leads to invite them to a company event. Which of following Program Channel Type should be used to register leads and host the event onsite?

A. Email Blast

B. Webinar Channel

C. Roadshow Channel

D. Tradeshow Channel

Correct Answer: B

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