MCE^{Q&As}

Marketo Certified Expert

Pass Marketo MCE Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

https://www.geekcert.com/mce.html

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Marketo Official Exam Center

⚙ **Instant Download** After Purchase

⚙ **100% Money Back** Guarantee

⚙ **365 Days** Free Update

⚙ **800,000+** Satisfied Customers

QUESTION 1

Which form option is needed to use advanced thank you pages?

A. External URL

B. Form defined

C. None

D. Another available landing page

Correct Answer: A

Reference: https://nation.marketo.com/t5/Product-Discussions/How-To-Handle-Multiple-External-Thank-You-Pages-From-a-Single/td-p/36856

QUESTION 2

A marketer ran a program and did not assign a program status with success. The marketer now wants to run a program performance report to find the cost per success for the program. What will occur?

A. The report will identify the first program status as a success and calculate based on that.

B. The report will return a null value for cost per success.

C. The report will identify the last program status as a success and calculate based on that.

D. The report will return an error for cost per success.

Correct Answer: B

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

QUESTION 3

A demand generation manager wants to run a batch Smart Campaign to update leads that were either created by form fillout today or who visited the company\\'s pricing page. Which rule logic should be used when setting up the Smart List?

A. Use ALL filters

B. Use ANY filters

C. Use Advanced filters

D. Use Basic filters

Correct Answer: A

QUESTION 4

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?

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

Correct Answer: C

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

QUESTION 5

What form field type can be used to capture URL parameters?

A. Input Masking Fields

B. Hidden Form Fields

C. Dynamic Form Fields

D. Anonymous Form Fields

Correct Answer: B

Reference: https://docs.marketo.com/display/public/DOCS/Set+a+Hidden+Form+Field+Value

[MCE PDF Dumps](#)   [MCE VCE Dumps](#)   [MCE Braindumps](#)