



MCE^{Q&As}

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QUESTION 1

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 2

A U.S.-based organization does business internationally. The forms on the company website collect basic information: First Name, Last Name, Company Name, Country, and Email Address. What needs to be done in Marketo to ensure legal requirements are met for handling leads in countries with double opt-in laws?

- A. Include an Unsubscribe link in all marketing emails
- B. Add a checkbox with verbiage stating that by filling out the form, the lead consents to receive email
- C. Suppress all non-US respondents
- D. Create the processes to abide by a country's SPAM laws

Correct Answer: B

QUESTION 3

Given the Active Lead Model program:



Ty...	Token Name	Value
Local (5 Tokens)		
★	{{my.B - Video - 100 Percent}}	+16
★	{{my.B - Video - 25 Percent}}	+2
★	{{my.B - Video - 50 Percent}}	+4
★	{{my.B - Video - 75 Percent}}	+8
★	{{my.B - Video - Played}}	+1
Inherited (44 Tokens)		
★	{{my.B - Clicks Link in Any Email}}	+10
★	{{my.B - Clicks Link in Any Sales Emal...	+15
★	{{my.B - Downloads Early Stage Cont...	+10
★	{{my.B - Email Bounces}}	-25
★	{{my.B - Fills Out Contact Us Form}}	+50

From where are the tokens inherited?

- A. Behavioral Scoring folder
- B. Lead Scoring folder
- C. z_Archive folder
- D. Active Lead Scoring Model program

Correct Answer: B

Reference: <https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Targeting-Personalization/bc-p/243024>

QUESTION 4

HOTSPOT

Match each Webinar Program Status with its effect on the webinar provider or Marketo.

Answer options may be used more than once or not at all.

Hot Area:



Invited

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

No Show

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Attended

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Registered

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Attended On-Demand

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended



Correct Answer:



Invited

<input type="checkbox"/>
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

No Show

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Attended On-Demand

<input type="checkbox"/>
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Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended



QUESTION 5

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>

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