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QUESTION 1

What needs to be done to track the success of programs using a custom channel?

- A. Ensure forms are local to the program
- B. Upload the list of attendees to a list in the program
- C. Ensure that program statuses are being updated
- D. Include a "Responded" program status

Correct Answer: C

Reference: <https://nation.marketo.com/t5/Product-Discussions/Tracking-Email-Conversions/m-p/31496>

QUESTION 2

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 3

A marketer wants to create custom unsubscribe footers for emails per geographic region and using snippets. What needs to be built before the snippets can be used?

- A. Email templates
- B. Tokens
- C. Segmentation
- D. Smart Lists

Correct Answer: A

Reference: <https://nation.marketo.com/t5/Product-Discussions/Email-Footer-vs-Admin-Footer/m-p/153208>



QUESTION 4

A marketer has created a Smart Campaign with the Flow displayed in the screenshot:

Choice	Condition (If)	Operator	Value	Attribute	New Value
Choice 1	Country	is	Belgium	Region	Europe
Choice 2	Job Title	is	Engineer	Profile Type	Construction
Choice 3	Business Role	is	Marketing	Topics Of Interest	Advertisement
Default Choice				-- Do Nothing --	Select...

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 Program Channel Type should be used to register leads and host the event onsite?

- A. Tradeshow Channel
- B. Email Blast
- C. Roadshow Channel
- D. Webinar Channel



Correct Answer: B

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