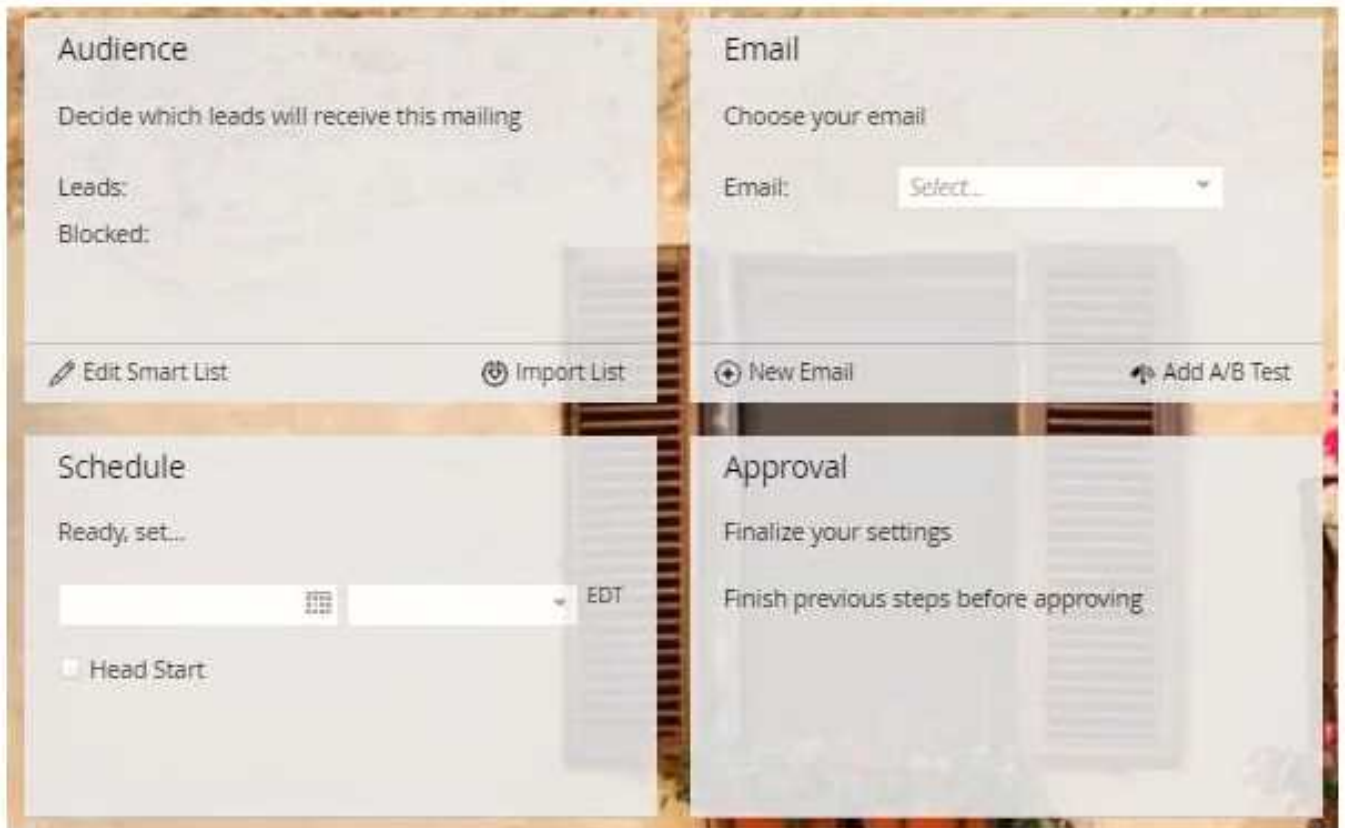


MCE Exam
Marketo Certified Expert Exam

Version: 7.0

Question: 1

The marketing department of a technology company believes the use of “Servers” in the subject line will increase open rates of an email. To prove this, an A/B test will be utilized. Given the screenshot:



In which component of the Control Panel will the schedule for the email be set?

- A. Add A/B Test
- B. Schedule
- C. New Email
- D. Edit Smart List

Answer: C

Reference:

<https://gosolomon.com/mce-study-guide-program-fundamentals/>

Question: 2

On a People Performance report, how is timeframe restricted?

- A. Date of Activity
- B. Both a and c
- C. Sent Date
- D. Created Date

Answer: C

Reference:

<https://nation.marketo.com/t5/Product-Discussions/Email-Performance-based-on-a-Specific-Time-Frame/td-p/102036>

Question: 3

In the Smart List for a Smart Campaign, there are two triggers and one filter, and the rule logic is set to ALL:

The screenshot displays a 'Smart List' configuration window with the following filter conditions:

- Fills Out Form**: Form Name: is My Program - RF.My Form
- Visits Web Page**: Web Page: is My Program - RF.My Page
- 1 - Industry**: Industry: is Marketing

Which logic will apply for a lead to qualify for this Smart Campaign?

- A. The lead must fill out the selected form, and visit the selected web page, and have an industry of “Marketing”.
- B. The lead must have an industry of “Marketing” and either fill out the selected form or visit the selected web page.
- C. The lead must fill out the selected form, or visit the selected web page, or have an industry of “Marketing”.
- D. The lead must have an industry of “Marketing” or both fill out the selected form and visit the selected web page.

Answer: D

Reference:

<https://nation.marketo.com/t5/Product-Discussions/Using-Filter-Trigger-in-Smart-List/m-p/88218>

Question: 4

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

Answer: D

Reference:

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

Question: 5

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

Answer: B

Reference:

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

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