

# **Microsoft**

## **MCE Exam**

**Marketo Certified Expert Exam** 

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## 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/

Oue	ction:	2	
Que	estion:	_	

On a People Performance report, how is timeframe restricted?

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

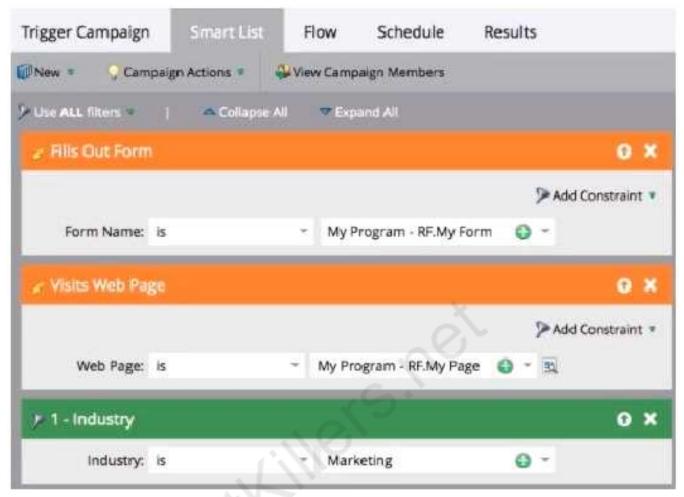
Answer: C
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#### Reference:

 $\frac{https://nation.marketo.com/t5/Product-Discussions/Email-Performance-based-on-a-Specific-Time-Frame/td-p/102036}{Email-Performance-based-on-a-Specific-Time-Frame/td-p/102036}$ 

## 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:



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
Allowel.	

#### 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?

Answer: B

A100 B. {{System.Reset}} C. Reset D. = 0	
	Answer: D
Reference:	
https://nation.marketo.com/t5/Product-Discussions/Change-Score-F Lead-Score/m-p/190403	Flow-vs-Change-Data-Value-
Question: 5	
A marketing and sales organization agrees on a service level agreed demos through Marketo landing pages. The marketing department Campaign that sends an immediate auto-reply email to the prospesends an email notification to the lead owner.  What is the correct order in the Smart Campaign flow setup?	t is tasked with building a Smart
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	

### Reference:

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

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