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QUESTION 1

Given the webinar program statuses below, which of the statements is true?

Status	Step	System Mapping	Success	Hide	Delete
Invited	10		<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Waitlisted	20	Waitlisted	<input type="checkbox"/>		
Registered	20	Registered	<input type="checkbox"/>		
Attended	30	Attended	<input checked="" type="checkbox"/>		
No Show	30	No Show	<input type="checkbox"/>		
Attended On-dem	40	Attended On-demand	<input checked="" type="checkbox"/>		

ADD STEP

- A. Once members are marked as "Attended", they cannot move to "Attended On-demand".
- B. Once members are marked as "Attended", they cannot move to "No Show".
- C. Once members are marked as "Registered", they cannot move to "Waitlisted".
- D. Once members are marked as "Registered", they cannot move to "Invited".

Correct Answer: A

QUESTION 2

A marketer wants the country field values in a database to be standardized. What can a marketer do to achieve this?

- A. Use a Smart Campaign to update non-standard values
- B. Create a new custom field
- C. Assign a default value to all new leads
- D. Create static lists for each country

Correct Answer: A

Reference: <https://nation.marketo.com/t5/Product-Discussions/Country-and-State-Standardization/m-p/51842>

QUESTION 3

Given the Active Lead Model program:

The screenshot shows the 'Active Lead Scoring Model' configuration page in Marketo. On the left is a navigation menu with categories like 'Operational Programs', 'Behavioral Scoring', and 'z_Archive'. The 'Active Lead Scoring Model' folder is selected. The main area displays a table of tokens with columns for 'Token Name' and 'Value'. The tokens are grouped into 'Local (5 Tokens)' and 'Inherited (44 Tokens)'. The local tokens are related to video engagement, while the inherited tokens include various email and form interaction events.

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 Email}}	+15
{{my.B - Downloads Early Stage Content}}	+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

What is the reporting impact of selecting an acquisition program when importing a list?

- A. The Opportunity Influence Analyzer uses acquisition program to indicate which program led directly to a won opportunity.
- B. The acquisition program is required to show program success in the List Performance report.
- C. The acquisition program is required to show the number and percent of new names in the Program Performance report.
- D. Revenue Cycle Modeler uses acquisition program to trigger moving net new leads from the Anonymous to the Known

stage.

Correct Answer: C

QUESTION 5

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>

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