

MCE^{Q&As}

Marketo Certified Expert

Pass Marketo MCE Exam with 100% Guarantee

Free Download Real Questions & Answers PDF and VCE file from:

https://www.pass2lead.com/mce.html

100% Passing Guarantee 100% Money Back Assurance

Following Questions and Answers are all new published by Marketo Official Exam Center

- Instant Download After Purchase
- 100% Money Back Guarantee
- 365 Days Free Update
- 800,000+ Satisfied Customers





QUESTION 1

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



- 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

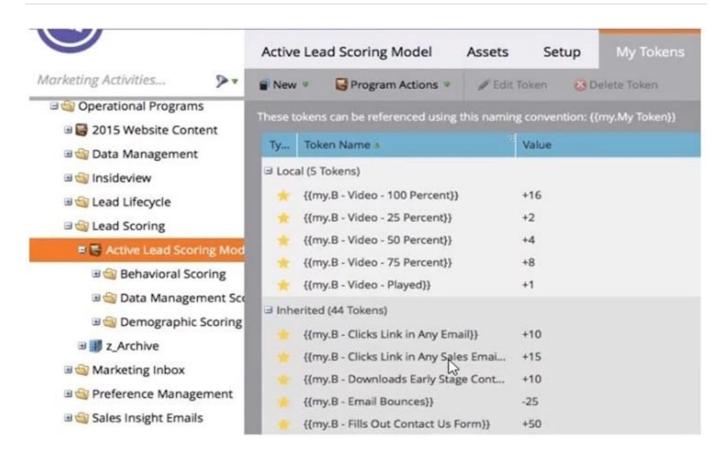
Reference: https://nation.marketo.com/t5/Product-Discussions/Country-and-State-Standardization/m-p/51842

QUESTION 3

Given the Active Lead Model program:

https://www.pass2lead.com/mce.html

2024 Latest pass2lead MCE PDF and VCE dumps Download



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



https://www.pass2lead.com/mce.html

2024 Latest pass2lead MCE PDF and VCE dumps Download

	11ttp0.//1 00022cud.0011					
stage.						

QUESTION 5

Correct Answer: C

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

MCE Practice Test

MCE Study Guide

MCE Exam Questions