

# MCE<sup>Q&As</sup>

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### **QUESTION 1**

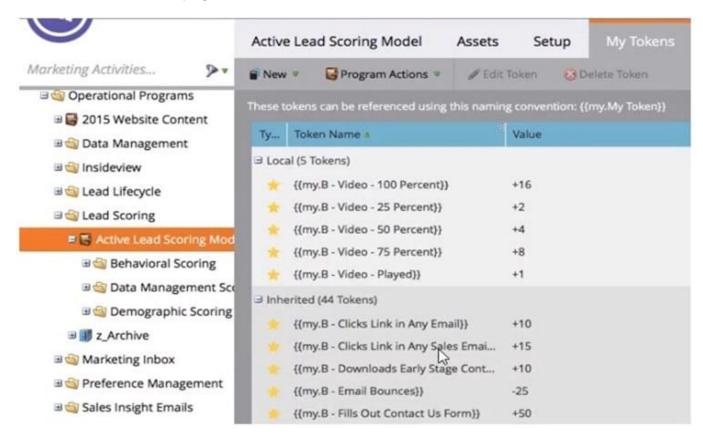
By completing a form on the website, a lead is indicating interest in exploring the company products and solutions and is deemed sales ready. How can this be communicated to sales?

- A. Use a Trigger Campaign to Send Alert
- B. Use a Trigger Campaign to Send Email
- C. Create a Lead Performance report for sales
- D. Change the Lead Score for the lead

Correct Answer: D

#### **QUESTION 2**

Given the Active Lead Model program:



From where are the tokens inherited?

- A. Behavioral Scoring folder
- B. Lead Scoring folder
- C. z\_Archive folder



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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 3**

What should be used to make program acquisition automatic?

- A. Local landing page
- B. Global form
- C. Global landing page
- D. Hidden form fields

Correct Answer: A

### **QUESTION 4**

What form field type can be used to capture URL parameters?

- A. Input Masking Fields
- B. Hidden Form Fields
- C. Dynamic Form Fields
- D. Anonymous Form Fields

Correct Answer: B

Reference: https://docs.marketo.com/display/public/DOCS/Set+a+Hidden+Form+Field+Value

# **QUESTION 5**

What are the components of an Engagement Program Dashboard? (Choose three.)

- A. Engagement Over Time
- B. Clicks
- C. Pending sends
- D. Engagement Score
- E. Highest Engagement



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F. Membership ROI

Correct Answer: ADE

Reference: https://docs.marketo.com/display/public/DOCS/The+Engagement+Dashboard

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