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QUESTION 1

What is a reason to include a text version with an HTML one when sending an email?

- A. Including a text version makes it more likely for people to click.
- B. Text emails have higher delivery rates than HTML.
- C. Text emails offer a better user experience than HTML.
- D. Some email clients can only receive text emails.

Correct Answer: D

QUESTION 2

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 3

In which two ways can a marketer avoid a spamtrap? (Choose two.)

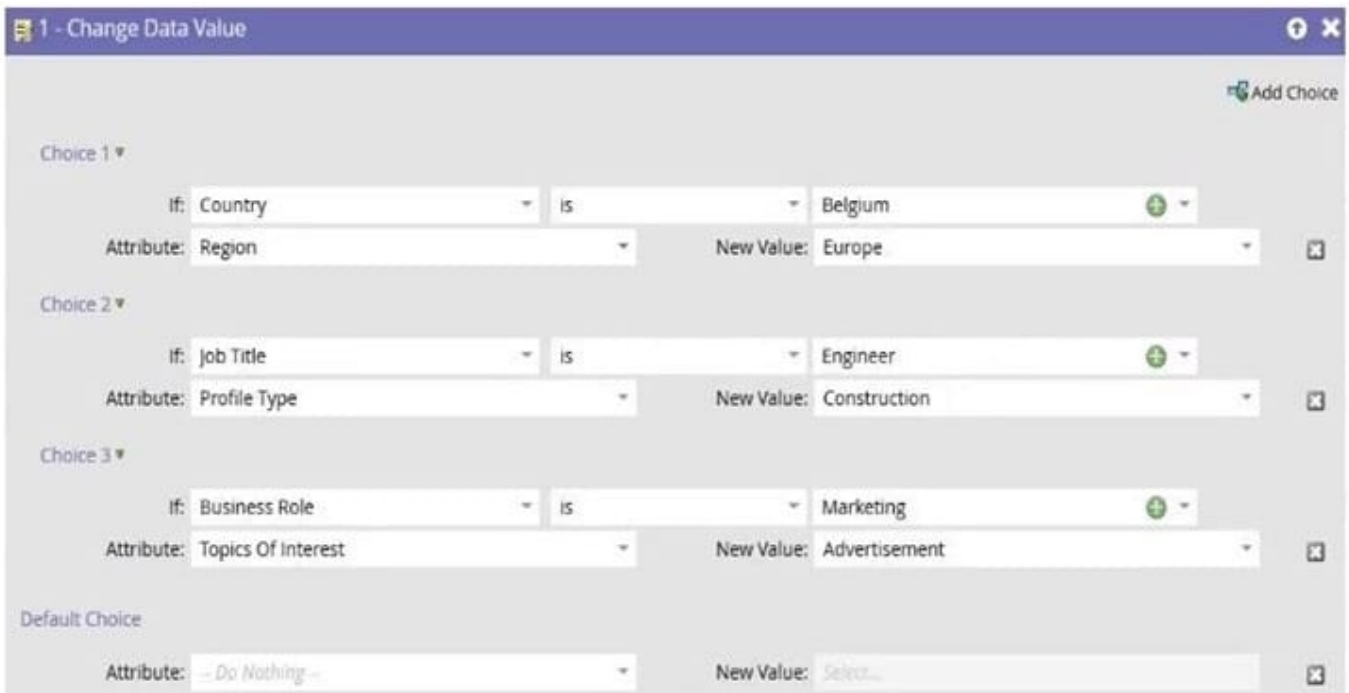
- A. Establish a direct Opt-in process for all leads
- B. Email leads who have been inactive for more than 6 months
- C. Purge the database of inactive leads
- D. Purchase lists from data vendors

Correct Answer: AC

Reference: <https://nation.marketo.com/t5/Knowledgebase/What-is-a-spamtrap-and-why-do-they-matter/ta-p/248282>

QUESTION 4

A marketer has created a Smart Campaign with the Flow displayed in the screenshot:



Which attribute(s) will be updated if a Lead is running through the Flow and all Choices except the Default Choice would match?

- A. The attribute `Topics of Interest` will be updated. `Region` and `Profile Type` won't get an update.
- B. All attributes will be updated.
- C. The attribute `Region` will be updated. `Profile Type` and `Topics of Interest` won't get an update.
- D. The attribute `Profile Type` will be updated. `Region` and `Topics of Interest` won't get an update.

Correct Answer: D

QUESTION 5

The following token is added to the text of an email: {{lead.First Name:default=there}}. What is the purpose of the text ":default=there"?

- A. To avoid an error message from showing if the field Company is empty
- B. To display "there" in the email if the field First Name is empty
- C. To avoid an error message from showing if the field First Name is empty
- D. To populate the first name field with "there" if the field First Name is empty

Correct Answer: B

Ref:<https://experienceleague.adobe.com/docs/marketo/using/product-docs/demand-generation/landing-pages/personalizing-landing-pages/tokens-overview.html?lang=en>

QUESTION 6

On a People Performance report, how is timeframe restricted?

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

Correct Answer: C

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

QUESTION 7

Kurt is creating a new program for an upcoming webinar initiative. He needs to ensure that every person who fills out the registration form will receive a unique login URL via email. Which three steps must Kurt complete in order to accomplish this? (Choose three.)

- A. Add a new My Token to the program called {{my.webinar URL}}
- B. Create a smart campaign using the Fills Out Form trigger
- C. Create a smart campaign using the Send Alert flow step
- D. Change the form settings to operational
- E. Create an email that includes the {{member.webinar URL}} token
- F. Change the email settings to operational
- G. Create an email that includes the {{webinar.link URL}} token

Correct Answer: BEF

Reference: <https://nation.marketo.com/t5/Product-Discussions/How-To-Lock-Down-Event-Registration-Form-To-Limit-Registration/td-p/198765>

QUESTION 8

What is one difference between segmentations and smart lists?

- A. A lead can exist in multiple segmentations but not in multiple smart lists.
- B. Segmentations can be used to create dynamic content while smart lists cannot.
- C. Smart lists can be used as a filter option when creating an email program while segmentations cannot.

D. Smart lists can be used in smart campaigns while segmentations cannot.

Correct Answer: B

Reference: <https://gosolomon.com/mce-study-guide-targeting-personalization/>

QUESTION 9

The marketing department has a multi-stream engagement program. Each stream within the engagement program has multiple leads who have exhausted content. The content marketing manager adds a new piece of content into the top of the first stream only.

Who receives the new content at the next cast?

- A. All leads in the program with an engagement score higher than 5.
- B. All leads who have not exhausted content in the entire program.
- C. All leads who have exhausted content in the entire program.
- D. All leads who are in the first stream of the program.

Correct Answer: C

Reference: <https://nation.marketo.com/t5/Product-Discussions/What-happens-to-exhausted-leads-when-new-content-is-added/td-p/57316>

QUESTION 10

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 11

A marketing director is asked to email leads to invite them to a company event. Which of following Program Channel Type should be used to register leads and host the event onsite?

- A. Email Blast
- B. Webinar Channel

- C. Roadshow Channel
- D. Tradeshow Channel

Correct Answer: B

QUESTION 12

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 13

A U.S.-based organization does business internationally. The forms on the company website collect basic information: First Name, Last Name, Company Name, Country, and Email Address. What needs to be done in Marketo to ensure legal requirements are met for handling leads in countries with double opt-in laws?

- A. Include an Unsubscribe link in all marketing emails
- B. Add a checkbox with verbiage stating that by filling out the form, the lead consents to receive email
- C. Suppress all non-US respondents
- D. Create the processes to abide by a country's SPAM laws

Correct Answer: B

QUESTION 14

Which feature of Marketo requires an approval segmentation prior to it being functional?

- A. Custom Snippets
- B. Dynamic Content
- C. System Tokens
- D. Program Cloning

Correct Answer: B

Reference: <https://docs.marketo.com/display/public/DOCS/Understanding+Dynamic+Content>

QUESTION 15

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

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