

T estpassport Q&A



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Exam : MCE

**Title : Marketo Certified Expert
Exam**

Version : DEMO

1.Which two asset types can be used in an engagement program stream? (Choose two.)

- A. Program
- B. Report
- C. Email
- D. Landing page
- E. Social button

Answer: A,C

Explanation:

Reference: <https://docs.marketo.com/display/public/DOCS/Understanding+Engagement+Programs>

2.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

Answer: A,C

Explanation:

Reference:

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

3.A marketer wants to create a Program Performance Report that shows the performance for all programs targeting a certain geographic region.

What would be the best way to accomplish this?

- A. Add a custom column to the Program Performance Report.
- B. Use a custom tag as a filter on the setup tab of the Program Performance Report.
- C. Use a filter on the smart list of the Program Performance Report.
- D. Use the drill down feature of the Program Performance Report.

Answer: B

4.Which type of leads will receive a non-operational email?

- A. Marketable leads
- B. Marketing suspended leads
- C. Blacklisted leads
- D. Unsubscribed leads

Answer: D

Explanation:

Reference:

<https://nation.marketo.com/t5/Product-Documents/How-Does-Marketo-Decide-Whether-a-Person-Receives-Email-or-Not/ta-p/250309>

5.A marketer is creating an autoresponder email to send a link to a piece of content.

What is an incorrect use of a token?

- A. A text token for the link to a displayed image
- B. A text token for the link to the content

C. A lead token for the lead's first name

D. A styled rich text token for the subject line.

Answer: B