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QUESTION 1

A marketing manager wants to create a report that shows database growth over time and excludes blacklisted, unsubscribed, and invalid leads from the total. Which modification excludes these populations from the report?

A. Custom Columns in the Smart List tab

B. "Lead Created At" in the Setup tab

C. "Group Leads by" in the Setup tab

D. Exclusionary filters in the Smart List tab

Correct Answer: A

QUESTION 2

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 3

A lead\'s score changes to 100, and the marketing manager wants two actions to occur immediately:

Send an email to the lead owner Create an Interesting Moment What should be done to ensure this?

A. Set up a Smart Campaign with a `Score is Changed\' trigger in the Smart List, and `Send Alert\' and `Interesting Moment\' Steps in the Flow

B. Set up a Smart Campaign with a `Score was Changed\' filter in the Smart List, and `Send Alert\' and `Interesting Moment\' Steps in the Flow

C. Set up a Smart Campaign with a `Score is Changed\' trigger in the Smart List, and `Send Email\' and `Interesting Moment\' Steps in the Flow
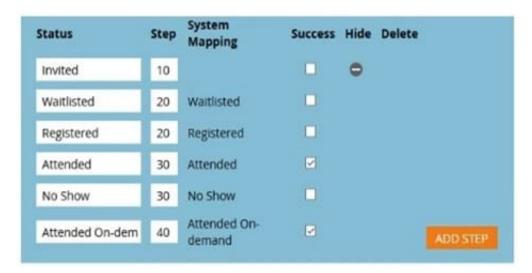
D. Set up a Smart Campaign with a `Score was Changed\\' filter in the Smart List, and `Send Email\\' and `Interesting Moment\\' Steps in the Flow

Correct Answer: C

Reference: https://docs.marketo.com/display/public/DOCS/Send+Alert

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QUESTION 4

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 5

Which two statements differentiate smart lists from segmentations? (Choose two.)

A. A lead can exist in multiple segments within the same segmentation.

B. Smart lists can only generate information on the lead for the past 90 days.

C. A lead can exist in multiple smart lists.

D. Snippets can be dynamically changed based on segmentation.

E. Snippets are created from smart lists.

Correct Answer: CD

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