

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

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:

Ty...	Token Name	Value
Local (5 Tokens)		
★	{{my.B - Video - 100 Percent}}	+16
★	{{my.B - Video - 25 Percent}}	+2
★	{{my.B - Video - 50 Percent}}	+4
★	{{my.B - Video - 75 Percent}}	+8
★	{{my.B - Video - Played}}	+1
Inherited (44 Tokens)		
★	{{my.B - Clicks Link in Any Email}}	+10
★	{{my.B - Clicks Link in Any Sales Emal...	+15
★	{{my.B - Downloads Early Stage Cont...	+10
★	{{my.B - Email Bounces}}	-25
★	{{my.B - Fills Out Contact Us Form}}	+50

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 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

F. Membership ROI

Correct Answer: ADE

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

[MCE VCE Dumps](#)

[MCE Practice Test](#)

[MCE Braindumps](#)