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QUESTION 1

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

QUESTION 2

An engagement program has a group of leads that a marketer no longer wants to send emails. Removing leads from the program also causes which data to be removed?

A. Email performance

B. Changes to the engagement program cadence

C. Lead score

D. Contribution to the engagement score

Correct Answer: D

QUESTION 3

What needs to be done to track the success of programs using a custom channel?

A. Ensure forms are local to the program

B. Upload the list of attendees to a list in the program

C. Ensure that program statuses are being updated

D. Include a "Responded" program status

Correct Answer: C

Reference: https://nation.marketo.com/t5/Product-Discussions/Tracking-Email-Conversions/m-p/31496

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QUESTION 4

A marketing manager needs to create a program to use when gating content on the company website.

Which two channel type combinations are appropriate for this activity? (Choose two.)

A. An Engagement program with channel Content

B. An Email program with channel Gated Content

C. A Default program with channel Email

D. A Default program with channel Gated Content

E. A Default program with channel Web Form

Correct Answer: AC

QUESTION 5

What is the reporting impact of selecting an acquisition program when importing a list?

A. The Opportunity Influence Analyzer uses acquisition program to indicate which program led directly to a won opportunity.

B. The acquisition program is required to show program success in the List Performance report.

C. The acquisition program is required to show the number and percent of new names in the Program Performance report.

D. Revenue Cycle Modeler uses acquisition program to trigger moving net new leads from the Anonymous to the Known stage.

Correct Answer: C

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