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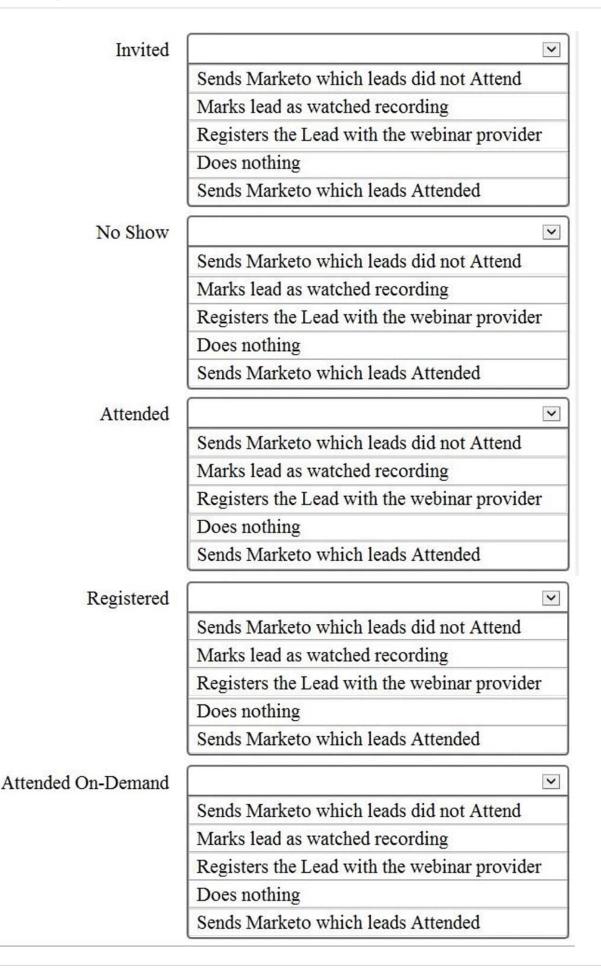
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QUESTION 1

HOTSPOT

Match each Webinar Program Status with its effect on the webinar provider or Marketo.

Answer options may be used more than once or not at all.
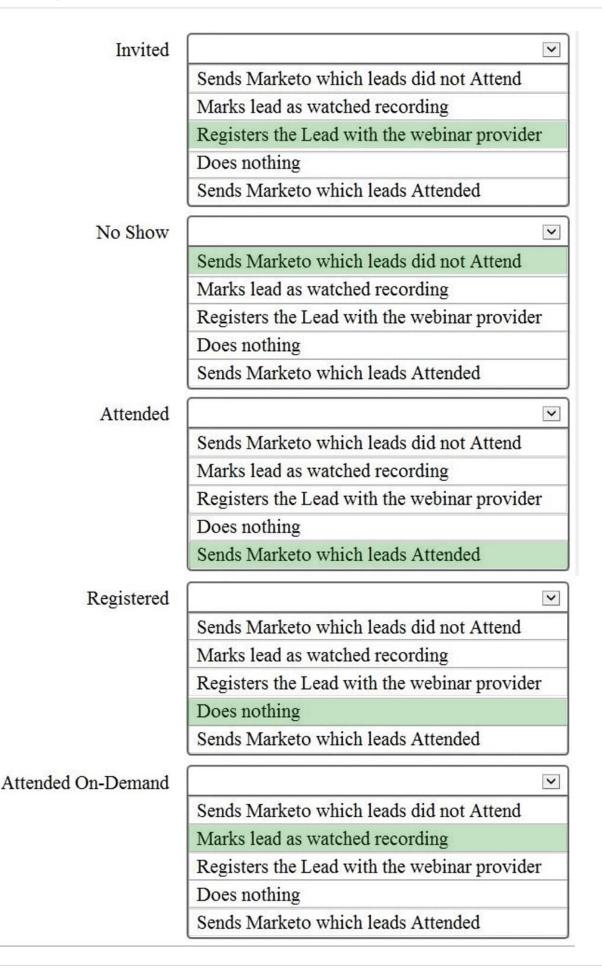
Hot Area:

Invited

▼
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

No Show

▼
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Attended

▼
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Registered

▼
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Attended On-Demand

▼
Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Correct Answer:

Invited

Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

No Show

Sends Marketo which leads did not Attend
Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Attended

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Marks lead as watched recording
Registers the Lead with the webinar provider
Does nothing
Sends Marketo which leads Attended

Registered

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Marks lead as watched recording
Registers the Lead with the webinar provider
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Attended On-Demand

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Marks lead as watched recording
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Does nothing
Sends Marketo which leads Attended

QUESTION 2

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 3

A marketer is building a Preference Center on a Marketo landing page and wants to provide a Department drop-down for those who select University as a company type. Which form property should be edited?

A. Mask Input

B. Visibility Rules

C. Validation Message

D. Field Type

Correct Answer: B

QUESTION 4

A marketer wants to identify duplicate leads using the person\\'s full name instead of email address. How can the marketer accomplish this task?

A. Adjust the duplicate System Smart List filter value to Full Name

B. Create a Smart List using the Full Name filter and the duplicate constraint

C. Edit duplicate identification settings in the Admin panel

D. Create a segment using Full Name

Correct Answer: A

Reference: https://nation.marketo.com/t5/Product-Discussions/How-to-Handle-Full-Name-Duplicates/td-p/47687

QUESTION 5

![Pass2Lead](https://Pass2Lead.com)
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.

Correct Answer: B

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