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QUESTION 1

A marketing manager has just completed testing the content in an engagement program and is ready to begin sending emails. What is required to begin sending emails?

A. Stream cadence must be set.

B. Engagement score must be turned on.

C. The engagement program stream must be activated.

D. Archived content must be shown.

Correct Answer: A

QUESTION 2

A lead is deemed sales ready.

What is an appropriate method to communicate this to sales?

A. Update lead acquisition program

B. Send the lead an alert

C. Update lead status

D. Marketing suspend the lead

Correct Answer: C

Reference: https://nation.marketo.com/t5/Certification-Study-Group/Certification-Question/gpm-p/225351

QUESTION 3

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 4

How is Marketo different from an email service provider (ESP)?

A. Marketo can dedupe data and nurture leads; an ESP can host landing pages and provide email open rates.

B. Marketo can score and nurture leads; an ESP can send multi-step campaigns and track open and click rates.

C. Marketo can measure the impact of marketing initiatives on revenue; an ESP can track open and click rates.

D. Marketo has the ability to send personalized emails and monitor website actions; an ESP can send email blasts and score leads.

Correct Answer: D

Reference: https://blog.marketo.com/2012/11/what-is-the-difference-between-email-marketing-and-marketing-automation.html

QUESTION 5

The marketing manager wants to compare year-over-year lead generation. Which report type delivers this information?

A. Program Performance Report

B. Revenue Explorer Report

C. Lead Performance Report

D. Leads by Revenue Stage

Correct Answer: C

Reference: https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Analytics-Reporting/ba-p/242879?ru=36499andsr=stream

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