Which situation is appropriate for resetting a customer's score to 0 according to Marketo's Lead Scoring Guide?

A customer clicks an email and visits a site but has not purchased yet

A customer visits a site seven days in a row but has not purchased yet

A customer places items in the cart and visits the checkout page but does not purchase for two days

 A customer purchased one year ago but has not visited a site in six months or opened an email in one year

Who should provide the final approval of a scoring model's targeted buyer persona?

Sales

Marketing

Product Manager

Chief Executive Officer

Which two Marketo features allow marketing to pass information on a lead's behavior to a CRM system? (Choose two)

Synced data fields

System smart lists

Marketo Sales Insight

Segmentation membership

Lead performance report

 Which two company stakeholders should be included in the process when creating a scoring plan? (Choose two)

Sales

Marketing

Product manager

Chief executive officer

Research and development

Finance

How can you determine which leads filled out the form on a specific landing page?

 Create a Landing Page Performance Report

Create a form submission list in the Design Studio

Create a smart list using the filter 'Filled out form' with the constraint of 'Web page'

Create a smart list using the filter 'Visited Web Page' with the constraint of 'Form = true"

Which of the following are columns that you can add in an Email Performance report? (Choose all that apply)

Hard bounced

Soft bounced

Unsubscribed

Engagement score

Clicked

If you wanted to limit your web page activity report to only show anonymous leads, which of the following sections would you modify?

Report

Smart list

Setup

Subscription

You can include program statuses in Program Performance reports for more than one channel. True/False – False

You want to analyze marketing's overall lead generation efforts to grow the database over the past three years. Which report type should you run?

Program Analyzer

Leads by Status report

Lead Performance report

Leads by Revenue Stage report

Opportunity Influence Analyzer

When should custom columns be added to a lead report?

To display anonymous visitors in a Web Page Activity report

To change the Lead Created At time frame to show results for the fiscal year

To review email statistics on number delivered, number bounced, and open rates

To show how leads that were created this year have progressed through the lifecycle

 The easiest way to display your custom fields in another language is to change the form locale. T/F – False

Which of the following cannot be edited in a form?

Submit button text

Error and Validation text

Label text

Social button text

If you intended to ensure that leads always used the same format when entering phone numbers on your form, which functionality would you use?

Input masking

Hint text

Form validation

Tooltip instructions

What information can you edit within your landing page to improve SEO? (Choose all that apply)

Title

Keywords

Description

URL

Which three steps should a marketer use to make an unsubscribe page appear in the readers local language?

Update the individual languages and set your default

Create a smart list for language each preferred language

Create a segmentation for language with a segment for each preferred language

Create the content block on the landing page as dynamic, selecting the preferred language segmentation

Create the content block on the landing page as dynamic, selecting the preferred language smart list for each language

[**http://www.quia.com/quiz/7306018.html**](http://www.quia.com/quiz/7306018.html)