A Marketer is creating an auto responder email to send a link to a piece of content, What is an incorrect use of a token?

A text token for the link to the content

A lead token for the lead's first name

A styled rich token for the subject line

**A text token for the link to a displayed image**

Which step is necessary to add a custom column to a lead report?

Select Export Rows

**Select the Smart list(s)**

Drag over Opportunity Columns

Activate Custom Columns in Admin

The Acquisition program attribute enables which program performance metric?

Success

Members

**New Names**

Revenue Expected

Which value in the program performance report is the acquisition program used to calculate?

**New Names**

Active Leads

Program Cost

Program success

A marketing department associate wants to use a program performance report to find how much each success costs for a webinar. Which two requirements are needed to pull this metrics?

Event Cost

**Period cost**

Success list

**Program success**

SFDC campaign sync

A marketing manager wants to analyze marketing's overall lead generation efforts to grow the database over the past three years. Which report type should the manager run?

Program analyzer

Leads by status report

**Lead performance report**

Leads by revenue stage report

Opportunity influence analyzer

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

Leads by revenue stage

Revenue explorer report

**Lead performance report**

Program performance report

A Service level agreement (SLA) between sales and marketing requires that if sales marks a lead as unqualified, an unqualified reason must be provided. The marketing team wants to nurture those leads. What should be added as a flow step in a smart campaign to accomplish this?

Add to Trash

Add to SFDC campaign

Add to nurture stream

**Add to engagement program**

A company operates in multiple regions and has identified the vice president (VP) of sales in each region as a stakeholder in the lead scoring development process. The VPs of sales of two major regions disagree about the significance of a specific factor. Which course of action will allow both definitions to be incorporated?

Implement a global scoring model that uses the weighted average of both of the provided scores

Implement a global scoring model incorporating the opinion of the most experienced VP of sales

Implement a global scoring model giving equal weighting to both VPs of sales input regardless of the lead region

**Implement a global scoring model giving varied weightings to both VPs of sales input according to the lead region**

Which type of score should sales look at to identify purchasing authority?

Account

Behavioral

Engagement

**Demographic**

Where can a marketer find the total number of marketable leads in a Marketo instance?

The All leads smart list in lead database

The leads featured in the program summary

The marketable leads analyzer in analytics

**The marketable leads dashboard in lead database**

A marketing and sales organization agrees on a service level agreement for prospects who request demos through Marketo landing pages. The marketing department is tasked with building a smart campaign that sends an immediate auto-reply email to the prospect, and 30 minutes afterwards, sends an email notification to the lead owner. What is the correct order in the smart campaign flow step?

Send Email > Wait 30 minutes > Send email

Send Alert > Wait 30 minutes > Send Alert

**Send Email > Wait 30 minutes > Send Alert**

Send Alert > Wait 30 minutes >Send email

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

Create a segment using full name

Edit duplicate identification settings in the Admin panel

**Adjust the duplicate system smart list filter value to full name**

Create a smart list using the full name filter and the duplicate constraint

Which three actions could contribute to a behavioral score?

Moves office

Unsubscribe

**Visits web page**

Changes job title

**Registers for a webinar**

**Forward to a friend via outlook**

A company has never done lead scoring before and wants to build a scoring model. Match each stakeholder to the appropriate type of insight the stakeholder can provide during model development.

Marketing team

Sales/inside sales team

CEO

Company CRM

Answer options may be used more than once or not at all

1. Demand generation activities
2. First-hand information about past interactions with people
3. Data about past deals and opportunities
4. Company strategy

The Email marketing manager wants to reset the score for all leads who have been unengaged. Which value in the CHANGE SCORE flow step will reset the lead's score?

**= 0**

- 100

Reset

{{System.Reset}}

A lead deemed sales ready. What is an appropriate method to communicate this to sales?

**Update lead status**

Send the lead an alert

Marketing suspend the lead

Update lead acquisition program

The email marketing manager receives an alert that a lead has unsubscribed. The marketing manager wants to reset the lead's score to 0. In which two ways can this be done?

Choose two answers:

**Change the score manually to 0 on the lead details page**

Do nothing because unsubscribing automatically resets the score to 0

Set up a list called "reset leads score to 0" and add the lead to that list

**Set up a batch campaign with flow action step to change the score to 0**

Mark the lead as marketing suspended because that will automatically change the score to 0

A marketer wants the country field values in a database to be standardized. What can a marketer do to achieve this?

Create a new custom field

Create static lists for each country

Assign a default value to all new leads

**Use a smart campaign to update non-standard values**

A landing page in a program can be described as which form of asset?

**Local**

Global

Inherited

Overridden

Which two behaviors can be tracked with Munchkin code?

Choose two answers:

**Web page visits**

**Web page clicks**

Web page bookmarks

Social media activity

Average time spent on site

A marketer wants to create custom unsubscribe footers for emails per geographic region and using snippets. What needs to be built before the snippets can be used?

Tokens

**Segmentation**

Smart lists

Email templates

A colleague reviewed a Marketo program setup and noticed that one of the landing page URL is not SEO-friendly and needs to be changed. How can the URL of the landing page be changed?

URL builder > SEO URL

Rename URL > SEO link

**URL tools > Edit URL settings**

Landing page editor > Change URL

Which type of email can be sent without an unsubscribe link at the bottom?

A monthly newsletter for clients

An ongoing nurture for prospects

A trade show invitation for past attendees

**An auto responder for a webinar registration**

What is the purpose of a hidden field?

To add hint text

To securely gather data

To block spam submissions

**To collect URL parameter information**

What is the reason to include a text version with an HTML one when sending an email?

**Some email clients can only receive text emails**

Text emails have higher delivery rates than HTML

Text emails offer a better user experience than HTML

Including a text version make it more likely for people to click

A marketing manager is setting up a registration page for conferences in Australia and wants the form to display the state field only when the country field value of Australia is selected. Which of the forms properties should be enabled to accomplish this when editing the form?

Mask input on the state field

Mask input on the country field

**Visibility rules on the state field**

Visibility rules on the country field

A marketer wants to have a form in a pop-up window on the company website. How can the marketer accomplish this?

Create a New RTP dialog web campaign

**Choose Light box as the embed code type**

Change the form type to light box under form settings

Design a landing page that gives the visual effect of a pop up window

A marketer's CRM requires that states be entered as two digit abbreviation. A marketer wants to display full state names in the form pick list. Which form editor feature should the marketer use?

Enabling Mask input in the field settings

Enabling form pre-fill in the form settings

Using progressive profiling in the form settings

**Using a different value for stored value in the field settings**

[**http://www.quia.com/quiz/7290716.html**](http://www.quia.com/quiz/7290716.html)