1. What kind of program allows a marketing manager to edit the order of content and view performance on a program dashboard?

Event program

Email program

Default program

**Engagement program**

2. A Lead's program status changes, and the marketing manager wants two actions to occur

Send alert to the account owner

Add the lead to a list

what should the smart campaign be set up to ensure that these two actions will initiate immediately following the change?

**Setup a smart campaign with "Program status is changed" trigger in the smart list, and "Send Alert" and "Add to list" in the flow**

Setup a smart campaign with "Program status is changed" trigger in the smart list, and "Send Email" and "Add to list" in the flow

Setup a smart campaign with "Program status was changed" filter in the smart list, and "Send Alert" and "Add to list" in the flow

Setup a smart campaign with "Program status was changed" filter in the smart list, and "Send Email" and "Add to list" in the flow

3. The marketing department of a technology company believes the use of "Servers" in the subject line will increase open rates of an email. To prove this, an A/B test will be utilized. In which component of the control panel will the schedule for the email be set?

Schedule tile

**A/B Test**

Approval

Audience

4. The Marketing department has a multi-stream engagement program. Each stream within the engagement program has multiple leads who have exhausted content. The content marketing manager adds a new content into the top of the first stream only. Who receives the new content at the next cast?

**All leads who are in the first stream of the program**

All leads who have exhausted content in the nurture program

All leads who have not exhausted content in the entire program

All leads in the program with an engagement score higher than 5

5. A demand generation manager wants to run a batch campaign to update leads that were either created by form fill out today or who visited the company pricing page.

Which rule logic should be used when setting up the smart list?

All filters

**Any Filters**

Basic filters

Advanced filters

6. A marketing director is asked to email leads to invite them to a company event. Which program channel type should be used to register leads and host event onsite?

Email blast

Webinar channel

Roadshow channel

**Tradeshow channel**

7. 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.

Attended On-Demanded - Marks lead ad watched recording

No Show - Sends Marketo which leads did not attend

Registered - Registers the leads with webinar provider

Attended - Sends Marketo which leads attended

Invited - Does nothing

8. A marketing manager has prepared a webinar confirmation email with an unique link to the advertised webinar. The marketing manager wants an email to be sent immediately to the registrant upon filling out the related registration form on the Marketo landing page.

How can this be achieved?

**Use a trigger smart campaign with the "Send email" flow step**

Schedule a batch campaign with "send alert" flow step

Use a special JavaScript in the form editor to send out the email from design studio

Use the form editor and configure the integrated "action" step to send out the email

9. An engagement program needs to send different content to members after they have filled out a particular form. How can the builder accomplish this goal?

Change member's program status when they have submitted the form

Add member's who have submitted the form to a static list within the program

**Create a separate stream to deliver the content and include a transition rule in it to pull members into the new stream when they submit the form**

Create a separate the stream to deliver the content and include a transition rule in the stream to push members over to the new stream upon form submission

10. Which transition is possible?

Attended to Invited

Attended to No show

No show to Registered

**Invited to Registered**

11. Which two asset types can be used in an engagement program stream?

Choose two answers.

**Email**

Report

**Program**

Landing page

Social button

12. A Marketo administrator wants to test the inclusion of the word "budget" in an email's subject line within an email program.

Which three components are part of the creation of the A/B test?

Choose 3 answers.

**Send time**

**Sample size**

Select audience

Email selection

**Winning criteria**

Approve campaign

13. A Marketing manager has just completed testing the content in an engagement program and is ready to began sending emails.

What is required to begin sending emails?

Calendar file tokens need to be activated

The program dashboard needs to be configured

**Contents in the engagement program should be activated**

The system needs 72 hours to calculate the engagement score

14. 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?

Lead score

Email performance

**Contribution to the engagement score**

Changes to the engagement program cadence

15. A marketer needs to gate a piece of content with a form on the company website that will be sent via email. What are the appropriate assets, program type and channel for this activity and ensure delivery of the content?

A form, a smart campaign, a marketing email, and a default program with the channel email

A form, a smart campaign, a marketing email, and an email program with the channel gated content

A form, a smart campaign, an operational email, and an email program with the channel email

**A form, a smart campaign, an operational email, and a default program with the channel gated content**

16. What is the difference between segmentation and smart list?

Smart lists are only used to create dynamic content

Smart lists must be approved while segmentation does not

**Segmentation reduces processing time compared to multiple smart lists**

Using multiple smart lists in filters are recommended over using segmentation

17. Which is required if a marketing manager wants to send one email to two segments, but the header image will be different for each segment?

Smart lists

System tokens

An approved snippet

**An approved segmentation**

18. Which are three examples of token types that can be used for a program.

Choose 3 answers.

**Text**

**Date**

String

Location

**Calendar file**

PDF attachment

19. The following token is added to the text of an email {{lead First Name: default : there }}. what is the purpose of the text "default : there"?

**To display "there" in the email if the field First Name is empty**

To avoid an error message from showing if the field company is empty

To avoid an error message from showing if the field First Name is empty

To populate the first name field with "there" if the field First Name is empty

20. Which two statements differentiate smart lists from segmentation?

Choose 2 answers.

Snippets are created from smart lists

**A lead can exist in multiple smart lists**

**Snippets can be dynamically changed based on segmentation**

A lead can exist in multiple segments within the same segmentation

Smart list can only generate information on the lead for the past 90 days