

# Marketo Certified Expert Certification Practice Test (Sample)

## Study Guide



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**SAMPLE**

## **Questions**

- 1. Which information is NOT displayed on the Email Send Program dashboard?**
  - A. Opens**
  - B. Clicks**
  - C. Delivered**
  - D. Soft Bounces**
- 2. Which targeting method is NOT available when using Smart Lists in Marketo?**
  - A. Multi-criteria filtering**
  - B. Geolocation filtering**
  - C. Behavioral filtering**
  - D. A/B testing**
- 3. What feature allows users to fill out forms progressively over time?**
  - A. Progressive Profiling**
  - B. Smart Campaigns**
  - C. Default Fields**
  - D. Lead Scoring**
- 4. Which report is best used to track website interaction over time?**
  - A. Web Page Activity Report**
  - B. Leads by Month Report**
  - C. Email Link Performance Report**
  - D. Landing Page Performance Report**
- 5. Which element is essential when creating email templates in Marketo?**
  - A. HTML enabled on your workstation**
  - B. At least one mktEditable DIV with a unique ID**
  - C. A FROM address**
  - D. The Munchkin Tracking Code**

- 6. Which describes a PURL?**
- A. Any landing page that will not redirect to another page**
  - B. A dynamic landing page that is personalized based on the URL**
  - C. Any landing page with tokens on it**
  - D. A URL with more than one CNAME attached to it**
- 7. Which of the following is NOT a good use of Change Data Value flow actions in Marketo?**
- A. Correction of existing data**
  - B. Normalization of data**
  - C. Mass updates to records**
  - D. Cleanup of duplicate records**
- 8. Which of the following program assets can you add Marketo's social media sharing tools?**
- A. Program analyzer**
  - B. Emails**
  - C. Lead reports**
  - D. Landing pages**
- 9. What does the change program status flow step do?**
- A. Sends an email**
  - B. Changes the status of all leads to "success"**
  - C. Acquires members**
  - D. Assigns the right status based upon a lead's action**
- 10. How can a CRM administrator obtain a complete list of field names in Marketo?**
- A. Grant the CRM administrator a new user license to your Marketo instance.**
  - B. Take a screen shot of the lead database.**
  - C. Tell the CRM administrator that a list is not available.**
  - D. Export it from the Field Management section inside the Admin area.**

## **Answers**

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1. D
2. D
3. A
4. A
5. B
6. B
7. D
8. D
9. D
10. D

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## **Explanations**

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**1. Which information is NOT displayed on the Email Send Program dashboard?**

- A. Opens**
- B. Clicks**
- C. Delivered**
- D. Soft Bounces**

The information displayed on the Email Send Program dashboard includes various metrics that help marketers assess the effectiveness of their email campaigns. Opens, clicks, and delivered emails are primary engagement metrics that reflect how recipients are interacting with the content. Opens indicate how many recipients have viewed the email, clicks show how many have engaged with the links within the email, and delivered refers to the total number of emails that successfully reached the inboxes of recipients. However, soft bounces, which are temporary delivery failures (for instance, when a recipient's inbox is full), are not directly visible on the dashboard. While tracking soft bounces is essential for understanding email deliverability and engagement over time, this specific metric does not appear prominently on the Email Send Program dashboard. Instead, it is typically found in report sections focusing on deliverability or detailed analysis of send performance, thus emphasizing why the correct answer is that soft bounces are not displayed on that specific dashboard.

**2. Which targeting method is NOT available when using Smart Lists in Marketo?**

- A. Multi-criteria filtering**
- B. Geolocation filtering**
- C. Behavioral filtering**
- D. A/B testing**

The correct option highlights that A/B testing is not a targeting method available when using Smart Lists in Marketo. Smart Lists are used for segmentation and targeting by creating lists of leads based on various criteria. The focus of Smart Lists is to identify and manage leads dynamically based on their attributes and activities. Multi-criteria filtering, geolocation filtering, and behavioral filtering all fall under the purview of Smart Lists. Multi-criteria filtering allows marketers to set up complex rules to segment their audience based on multiple attributes or actions. Geolocation filtering helps in targeting users based on their geographic location, while behavioral filtering focuses on user actions, such as page visits or email opens, to determine targeting criteria. In contrast, A/B testing is a separate function primarily used for testing different versions of a campaign to see which one performs better, rather than a method for targeting leads in a Smart List. This distinction is essential because while A/B testing can inform future targeting strategies based on performance, it does not serve as a method for directly filtering and segmenting leads in real-time.

### **3. What feature allows users to fill out forms progressively over time?**

**A. Progressive Profiling**

**B. Smart Campaigns**

**C. Default Fields**

**D. Lead Scoring**

Progressive Profiling is a key feature in Marketo that enables users to fill out forms incrementally as they engage with content over time. This approach allows marketers to collect additional information about leads without overwhelming them with lengthy forms during their initial interactions. Instead of asking for all information upfront, Progressive Profiling dynamically changes the fields presented to returning visitors based on the data already collected. This not only enhances the user experience by making forms more manageable but also helps in gathering more detailed insights into leads, thereby enriching the data available for segmentation and tailored communications. As a result, marketers can build a more comprehensive profile of their leads, leading to improved targeting and engagement strategies. The other options do not pertain to the process of gathering information progressively. Smart Campaigns focus on automating marketing tasks, Default Fields are standard fields available in Marketo forms, and Lead Scoring is a method for prioritizing leads based on their behavior and attributes, but none of these directly relate to the gradual collection of user data through forms.

### **4. Which report is best used to track website interaction over time?**

**A. Web Page Activity Report**

**B. Leads by Month Report**

**C. Email Link Performance Report**

**D. Landing Page Performance Report**

The Web Page Activity Report is designed specifically to monitor website interactions over time. It provides insights into how visitors engage with various pages on a website, allowing marketers to analyze trends in website traffic, user behavior, and content performance. This report can help identify which pages are generating the most interest and how those interests change over time, making it an essential tool for understanding overall website engagement and effectiveness. While the other reports serve important functions, they focus on different aspects of marketing performance. The Leads by Month Report primarily tracks the generation of leads over a specific timeframe rather than direct interactions with website content. The Email Link Performance Report centers on the effectiveness of links within emails, analyzing how recipients interact with those links, but it does not provide insight into overall website performance. Lastly, the Landing Page Performance Report evaluates the effectiveness of individual landing pages, but it is more limited in scope compared to the broader insights offered by the Web Page Activity Report. Therefore, the Web Page Activity Report is the most appropriate choice for tracking website interaction over time.

**5. Which element is essential when creating email templates in Marketo?**

- A. HTML enabled on your workstation**
- B. At least one mktEditable DIV with a unique ID**
- C. A FROM address**
- D. The Munchkin Tracking Code**

Creating email templates in Marketo requires the use of editable regions to allow marketers to customize content without altering the underlying HTML structure. The presence of at least one mktEditable DIV with a unique ID is essential because it designates areas within the email template that can be modified in the Marketo Email Editor. This flexibility is critical for ensuring that different users can change the content of the email on a campaign-by-campaign basis while keeping the core design intact. Additionally, having at least one mktEditable DIV allows for the organized editing of components such as text, images, and other elements, enabling marketers to tailor their messages effectively to different audiences without needing to dive deep into the HTML code. This structure enhances efficiency in the email creation process and allows for a more streamlined workflow. While HTML enabled on your workstation, a FROM address, and Munchkin Tracking Code are all relevant in the context of email marketing, they do not play the central role in the actual creation of the email templates themselves, which is where the emphasis on mktEditable DIVs comes into play.

**6. Which describes a PURL?**

- A. Any landing page that will not redirect to another page**
- B. A dynamic landing page that is personalized based on the URL**
- C. Any landing page with tokens on it**
- D. A URL with more than one CNAME attached to it**

A PURL, or Personal URL, is specifically designed to be a dynamic landing page that personalizes content based on the individual's URL. This means that when someone accesses a PURL, the information displayed is tailored to that specific user, often using data known about them to enhance their experience. It serves as a powerful tool in marketing because it can improve engagement by providing personalized content that resonates with the user's interests or demographics. The personalization aspect of a PURL involves integrating tokens that pull in distinct identifiers, such as the user's name or other characteristics, allowing the page to reflect that individual's profile directly in the URL. This not only improves relevance but can also lead to higher conversion rates because users are more likely to engage with content that feels directly aimed at them. In contrast, while some other options mention landing pages or tokens, they do not convey the essential characteristic that defines a PURL: the personalization aspect based on the user's unique URL. Therefore, the description of a PURL as a dynamic landing page personalized according to the URL is what makes it distinctly valuable in the realm of digital marketing.

**7. Which of the following is NOT a good use of Change Data Value flow actions in Marketo?**

- A. Correction of existing data**
- B. Normalization of data**
- C. Mass updates to records**
- D. Cleanup of duplicate records**

The concept of Change Data Value flow actions in Marketo primarily focuses on modifying data values for specific records in a controlled manner, guided by defined flow steps. These actions are designed to adapt data for individual records based on various conditions or triggers. Among the provided options, the task of cleaning up duplicate records does not align with the intended use of Change Data Value flow actions. This is because the resolution of duplicate records typically requires a more holistic approach that involves identifying duplicates, determining which records to retain, and potentially merging data from multiple records. Change Data Value flow actions are not equipped to handle this process adequately, as they operate on a record-by-record basis and do not encompass the necessary functionality to manage duplicates effectively. On the other hand, the correction and normalization of existing data are very much in line with what Change Data Value actions are meant to do. These actions can alter specific attributes of a record, ensuring the accuracy and consistency of the data. Similarly, mass updates to records can utilize these actions when a broader change is required across multiple records meeting specific criteria. However, since duplicate handling involves more than mere data value changes, it is not a suitable application for Change Data Value flow actions.

**8. Which of the following program assets can you add Marketo's social media sharing tools?**

- A. Program analyzer**
- B. Emails**
- C. Lead reports**
- D. Landing pages**

Marketo's social media sharing tools are designed to be integrated primarily with landing pages. This functionality allows users to enhance the visibility of their content by enabling visitors to easily share the landing page across various social media platforms. By adding social sharing buttons to landing pages, marketers can increase engagement and drive more traffic to their offers or campaigns. While emails can include links to social media profiles or content, they typically do not have the same dedicated social sharing tools that are available for landing pages. The program analyzer and lead reports serve different purposes, focusing on performance metrics and lead tracking, respectively, rather than facilitating social sharing. Therefore, the integration of social media tools is specifically optimized for landing pages, making them the correct asset to use for this feature.

**9. What does the change program status flow step do?**

- A. Sends an email**
- B. Changes the status of all leads to "success"**
- C. Acquires members**
- D. Assigns the right status based upon a lead's action**

The change program status flow step is designed to manage and update the status of leads based on their interactions or activities within a specific marketing program. This functionality is important because it helps marketers track engagement and the effectiveness of their campaigns. When a lead completes a desired action or meets certain criteria, the change program status step enables the system to automatically assign the appropriate status to that lead. This could include statuses such as "Registered," "Attended," or "Completed" depending on the lead's engagement. This capability allows for more accurate reporting and insights into how various segments of leads are progressing within the marketing efforts. In contrast, sending an email is a different action that handles communication, and acquiring members refers to adding leads to a program, which does not involve changing their statuses. Changing the status of all leads to "success" would not provide precise tracking of individual lead activity, as it applies a blanket status rather than reflecting specific actions taken by the leads.

**10. How can a CRM administrator obtain a complete list of field names in Marketo?**

- A. Grant the CRM administrator a new user license to your Marketo instance.**
- B. Take a screen shot of the lead database.**
- C. Tell the CRM administrator that a list is not available.**
- D. Export it from the Field Management section inside the Admin area.**

To obtain a complete list of field names in Marketo, the best course of action is to export it from the Field Management section inside the Admin area. This section is specifically designed to manage and oversee all the custom and standard fields available in your Marketo instance. By accessing this feature, the CRM administrator can easily and efficiently generate a comprehensive list of all field names, attributes, and configurations of the fields being used. This capability enhances data management practices and ensures that the CRM system can align effectively with marketing efforts. In contrast to the correct choice, the other options either do not provide a practical or feasible method for obtaining the desired information or suggest unnecessary steps that do not align with standard procedural practices in Marketo. For example, granting a new user license to the CRM administrator would not inherently provide access to the field names and could create unnecessary complications in user management. Taking a screenshot of the lead database is neither thorough nor practical, as it does not capture all fields systematically and would require additional formatting for usability. Finally, stating that a list is not available overlooks the fact that the platform provides tools specifically for this purpose, thus rendering that choice incorrect.