



Marketo Certified Expert Exam

Exam Blueprint and Sample Questions:

2017, v1

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Certified Expert Preparation Guide

The Marketo Certified Expert designation is a technical marketing credential that validates an individual's competency, expertise, and operational knowledge in the broad use of Marketo. This designation clearly demonstrates to the marketplace that these certified professionals possess knowledge and skills in all functional areas of Marketo, while exhibiting commitment to professional growth. Please note, Marketo Certification Exams are open to Marketo Customers and Partners with an active subscription only.

What's Covered in this Preparation Guide

This Marketo Certified Expert Preparation Guide is designed to help you prepare for the Certified Expert Exam. It includes:

- Recommended learning and experience for certification
- Overview of the certification exam and key topic areas
- Sample Questions
- Exam registration instructions

Recommended Learning and Experience

Marketo recommends a combination of training, documentation, community sharing, and on-the-job experience to increase your chances for success. Key recommendations:

- ✓ 1-2 years general marketing experience
- ✓ 1 or more years hands-on, practical experience with Marketo in the areas of database marketing, lead database management, marketing programs, design studio and analytics.
- ✓ Completion of Marketo MCE Prep Course (recommended, not required)
- ✓ Review of Marketo Product Docs (<http://docs.marketo.com>)

Certified Expert Exam Information

The Marketo Certified Expert Exam has been designed to assess your knowledge and proficiency in the use of Marketo. The exam is rigorously developed and professionally administered in order to provide a highly respected technical marketing credential.

Exam Format

The current Marketo Certified Expert Exam has the following characteristics:

- ✓ Approximately 75 multiple choice items
- ✓ Time allotted to complete the exam: 90 minutes
- ✓ Registration fee: \$225 (USD)
- ✓ Passing Score: 70%

Before taking the exam, candidates must read and accept an Honor Code and a legal agreement, which includes an agreement that the candidate will not share or expose the content of the exam.

Candidates are not allowed any assistance from another individual, or printed or electronic media while taking the exam. Marketo takes the security of exam content very seriously.

Exam Topic Areas

The Marketo Certified Expert Exam measures the candidate's knowledge and skills related to the content areas listed below. Candidates should have hands-on experience as a Marketo practitioner and have the ability to perform the tasks listed as Exam Objectives within each content area.

Exam Objective	Exam Objective Breakdown
Program Fundamentals	30%
Targeting and Personalization	16%
Analytics and Reporting	16%
Lead Management	20%
Implementation and Operations	18%
Total	100%

Topic Study Areas

Below is a list of areas of study, including links to Marketo's Docs site.

1. Program Fundamentals

- Given a scenario about creating an engagement program, identify the settings that need to be in place for the first cast to go out.
- Given a scenario about an engagement program with exhausted leads, identify what happens if additional content is added to the stream.
- Identify situations when an engagement program should be used as opposed to other program types.
- Given an engagement program, identify the relevance of adding, pausing, and removing people from the program.
- Identify how to set up programs to yield success metrics.
- Given an engagement program with multiple streams, identify how the streams and transition rules should be set up.
- Identify the asset types that can be used in an engagement program.
- Given a scenario that includes testing an A/B subject line in an email, identify how to determine size of audience for the test, winning criteria, and timing.
- Given a scenario of an A/B test, identify how the schedule is set.
- Identify how to access information in the email send program dashboard.
- Given a scenario about an event with registration, attendance and no shows, identify the channel and program type that should be used.
- Given a scenario using a webinar platform, identify the options for synching registration and attendee data.
- Identify how to send a webinar confirmation that includes the unique link to the webinar.
- Given a screen shot with a flow step with choices, identify the impact of the order of choices.
- Given a scenario about using a single flow step with multiple choices that use different attributes and multiple flow steps with choices where each flow step is about a different attribute, define which one accomplishes the goal of updating the values for the lead's attributes.
- Given a scenario about smart campaigns that use a single campaign with multiple flow steps or use multiple campaigns so that one is triggered by user activity, identify the correct setup to achieve the goal of having an action happen immediately when a lead performs the triggering event.
- Given a scenario with two triggers and at least one filter in a smart list, identify the outcome.
- Given a scenario that requires more than two filters in a smart campaign, identify available configuration options.
- Given a scenario or screenshot of program status, identify the transitions that are possible.

2. Targeting and Personalization

- Given a scenario about an email with tokens, identify correct and incorrect use of tokens.
- Given a graphic showing a folder tree with a program and assets and folders under the assets, identify how the tokens will be inherited.
- Identify the purpose of default values in tokens.
- Identify valid local (my) token types.
- Identify the difference between using segmentation or multiple smart lists.
- Identify the requirements for using dynamic content.

3. Analytics and Reporting

- Identify the type of reporting that is impacted by the acquisition program.
- Given a scenario of a business need for information about the growth of the database, identify the type of report that should be used.
- Given a scenario of a business need for information about the conversion rates for specific landing pages, identify the type of report that should be used.
- Given a scenario of a business need for information about the cost per success for recent marketing activities, identify the information necessary to leverage a program performance report.
- Identify the steps to add a custom column to a lead report.

4. Lead Management

- Identify the parties who should determine the criteria and values for scoring.
- Identify the Marketo features that enable understanding of lead quality.
- Given a scenario where Marketing has an SLA with Sales, identify the appropriate flow step setup.
- Identify the Marketo features that enable Sales to understand a lead's behavior.
- Given a scenario of needing to reset a score, identify the appropriate value.
- Given a scenario where a lead is deemed sales-ready, identify the ways this can be communicated to Sales.

5. Implementation and Operations

- Identify a scenario when an unsubscribe link is not needed.
- Identify the use of operational and nonoperational emails for event invitations, confirmations, and reminders.
- Given a scenario about a form, identify how to determine the leads who filled out the form on a specific page.

- Identify the differences between using local vs. global landing pages.
- Identify how to change the URL of a landing page.
- Given a scenario with form visibility rules, identify how the form should be set up so dependent fields show appropriately.
- Identify the purpose and value of using progressive profiling.
- Identify the purpose of hidden form fields and the means of populating those fields.
- Identify how to display thank you pages using choices that are based on information collected on a form.
- Given a scenario where a company web page exists and a Marketo form needs to be deployed, identify the available options.
- Identify the features of Marketo that are differentiated from an email service provider (ESP).
- Given a scenario about receiving new leads, identify the ways in which acquisition can be assigned.
- Identify the difference between hard and soft bounces.
- Identify use cases for marketing suspend.
- Given a scenario about the need for an email in which consistent and repeatable content is required across all emails and maintained in a single location, identify the tools required.
- Given a scenario about a requirement to limit the amount of emails a lead receives, identify the appropriate settings.
- Given a scenario that includes using tokens for scoring, identify the appropriate token.
- Given a scenario of a company with international prospects, identify the sender's legal requirements for opting-in or unsubscribing.
- Identify the purpose of munchkin code.
- Given a scenario about the need to display a value in a form and the requirement to input it into the database using a different value, identify the steps to complete this.
- Identify the benefits of having both text and HTML email versions.
- Given a scenario about having unstandardized data, identify the features that can be used to remedy this situation.

Sample Questions

Please take advantage of the Marketo Certified Expert Sample Questions to test your skills. The questions reflect the concepts and topics covered in the Marketo Certified Expert Exam.

For your convenience, the following questions are representative of those on the Certified Expert Exam. These questions are not designed to test your readiness to complete the certification exam, but they do show the format of the questions you can expect. Actual exam questions may be more or less difficult than the questions below.

1. A marketing manager has an engagement program with emails that have been activated and approved. The stream cadence has been set up, and the program turned on, but after the cast date, the manager can see that emails are not sent.

Which step has been missed?

- A. The quality of the deliverability is not checked.
 - B. Members have not been added to the engagement program.
 - C. The CRM sync with the engagement program is not activated.
 - D. The engagement score has not had sufficient time to calculate.
2. A content marketing manager has 1000 leads in an engagement program, 110 of which have exhausted all the content. The content marketing manager recently completed a new white paper and has added the new content into the program at the top of the only stream in the program.

How many leads will receive the new white paper at the next cast, assuming there are no deliverability issues and no additional people will be added to the program?

- A. 110
 - B. 890
 - C. 1000
 - D. 1110
3. To personalize an email, a marketer wants to use different types of tokens. What is an incorrect use of a token in an email asset?
- A. Date Token
 - B. Trigger Token
 - C. Company Token
 - D. Email Script Token

4. Which asset type can be used in an engagement program stream?
 - A. Email
 - B. Hosted URL
 - C. Landing Page
 - D. Email send program

5. Where is the number of email addresses unsubscribed from an Email Send Program found?
 - A. The Program Members tab
 - B. The Program Summary View
 - C. The Program Smart List tab
 - D. The Program Dashboard View

6. Which type of reporting is impacted by the acquisition program?
 - A. Program Dashboard
 - B. Email Performance Report
 - C. Lead Performance Analyzer
 - D. Program Performance Report
 - E. Landing Page Performance Report

7. Which two columns on the Program Performance Report are calculated using acquisition program?
 - A. New Names
 - B. Total Members
 - C. Revenue per New Name
 - D. Cost per Member (USD)
 - E. Cost per New Name (USD)
 - F. Revenue per Member (USD)

8. A marketer ran a program and did not assign a program status with success. The marketer now wants to run a program performance report to find the cost per success for the program.

What will occur?
 - G. The report will return an error for cost per success.
 - H. The report will return a null value for cost per success.
 - I. The report will identify the last program status as a success and calculate based on that.
 - J. The report will identify the first program status as a success and calculate based on that.

9. A Contact Us form and landing page are located in a program. Which acquisition is automatically set if a new lead fills out the Contact Us form?
- A. The name of the form
 - B. The name will be blank
 - C. The name of the program
 - D. The name of the landing page
10. A marketing manager recently launched a landing page with the following URL: go.marketo.com/Pricing. The manager is keeping the page content the same, but wants to update the URL to go.marketo.com/Product-Costs.

How should this update be done?

- A. Edit URL Settings
 - B. Enable Personalized URLs
 - C. Open URL Builder in Admin
 - D. Generate a private preview URL
11. A marketer needs to comply with Canada's Anti-Spam Legislation. On the landing page forms, an opt-in checkbox is provided for those who enter Canada in the Country field.

Which form functionality should be used?

- A. Mask Input
 - B. Visibility Rules
 - C. Field Dependency
 - D. Targeted Selections
12. A marketer has a field on a form where a lead can indicate products of interest. The corresponding field in the CRM contains product codes, but the marketer wants to display the full product names on the form.

What should the marketer do?

- A. Use a custom Visibility Rule to change the picklist items
- B. Use Mask Input to change the display value of the picklist items
- C. Use a different Display Value and Stored Value in the picklist items
- D. Use Progressive Profiling to change the display value of the picklist items

13. A marketing manager wants to run a batch Smart Campaign to process leads that were both created by form fillout today and who also visited the company's pricing page.

Which rule logic should be used when setting up the Smart List?

- A. Use ANY filters
 - B. Use ALL filters
 - C. Use Basic filters
 - D. Use Advanced filters
14. A marketing manager needs to gate a piece of content on the company website. Which three channel and program types correspond to this activity?
- A. An Email program with the channel "Email"
 - B. A Default program with the channel "Email"
 - C. An Event program with the channel "Web Form"
 - D. A Default program with the channel "Content"
 - E. A Default program with the channel "Web Form"
 - F. A Default program with the channel "Web Content"
 - G. An Engagement program with the channel "Web Content"

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

- A. Update the individual languages and set your default
- B. Create a smart list for language each preferred language
- C. Create a segmentation for language with a segment for each preferred language
- D. Create the content block on the landing page as dynamic, selecting the preferred language segmentation
- E. Create the content block on the landing page as dynamic, selecting the preferred language smart list for each language

16. Which features differentiate Marketo from an email service provider (ESP)?

- A. Send mass emails, score leads, nurture leads, and build web forms
- B. Multi-step campaigns, send mass emails, build web forms, and landing pages
- C. Track email opens and clicks, nurture leads, send mass emails, and score leads
- D. Monitor website actions, score leads, data normalization, and multi-step campaigns

17. A marketer wants to launch a new gated asset on a company website using a Marketo

embedded form. Which functionality is used for Marketo embedded forms?

- A. reCAPTCHA
- B. Form Pre-fill
- C. Progressive Profiling
- D. Suppress Competitor form fills

18. Which type of program should be used to present multiple pieces of content over time in a systematic way?

- A. Email program
- B. Webinar program
- C. Engagement program
- D. Operational program

19. The following token is added to a subject line in an email: {{company.Company Name:default=Your Company}}.

What is the purpose of the token's default value Your Company?

- E. To display the lead's Company Name in the subject line
- F. To replace the lead's Company Name in the Lead Database
- G. To populate Your Company if the Company Name field is empty
- H. To display Your Company in the subject line for every email recipient

20. At a minimum, which two company stakeholders should be included in the process when creating a scoring plan?

- A. Sales
- B. Finance
- C. Marketing
- D. Chief executive officer
- E. Research and development

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

- A. Sales
- B. Marketing
- C. Product manager
- D. Customer Success

22. A marketing manager has some leads in the database that have not opened emails in the past six months. The marketing manager wants to reset their scores to 0.

Which solution would work to reset their score to 0?

- A. Smart Campaign with a flow step - CHANGE PROGRAM SUCCESS = 0
- B. Smart Campaign with a flow step - CHANGE SCORE, New Value = 0
- C. Smart List with a flow step - CHANGE DATA VALUE, New Value = 0
- D. Smart Campaign with a flow step - Add to system list "Unscored leads"

23. A lead is deemed sales ready. How can this be communicated to sales?

- A. Send an alert
- B. Send a marketing email
- C. Send a lead status report
- D. Add to Engagement Program

24. A marketing and sales organization has a service level agreement (SLA) in place that requires sales to follow up on an assigned lead within 24 hours of receiving a notification. If a follow-up does not occur within 48 hours, a reminder notification is sent to them.

Which set of flow setup steps should be used to accomplish the reminder notification?

- A. Wait, Send Alert
- B. Wait, Send Email
- C. Wait, Add interesting moment
- D. Wait, Change Program Status, send Alert

25. A lead has reached a specific lead score and is then marked as sales ready. Where is this indicated?

- E. Lead Status
- F. A flag in Admin
- G. Email Permission
- H. Lead Owner Comments

26. A marketing manager wants to know how many new names were added to the database as a result of a promotion using a Marketo landing page.

Which report will provide these results?

- A. Success Path Analyzer
- B. Web Page Activity Report
- C. Landing Page Performance Report
- D. Landing Page Conversion Analyzer

27. A marketing manager is running a landing page A/B test and wants to know which of the two pages had the best conversion rate.

Which report should be used?

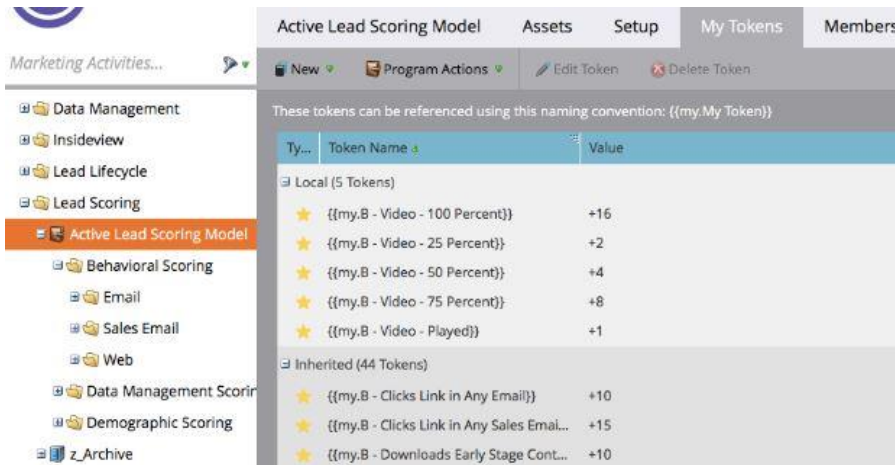
- A. Form Conversion Report
- B. Event Registration Report
- C. Landing Page Activity Report
- D. Landing Page Performance Report

28. The marketing team has completed a program, assigned program statuses and added the associated period costs. The team wants to find out the cost per success using a program performance report.

What is required for the team to obtain the desired metric?

- A. Program Status for Invites
- B. Program Status for No-Shows
- C. Program Status for Unsubscribes
- D. Program Status designated a Success

29. A marketer has created a lead scoring program that is nested within a campaign folder. When looking to update some of the token values, the marketer noticed that some were listed as "Inherited":



Token Name	Value
Local (5 Tokens)	
{{my.B - Video - 100 Percent}}	+16
{{my.B - Video - 25 Percent}}	+2
{{my.B - Video - 50 Percent}}	+4
{{my.B - Video - 75 Percent}}	+8
{{my.B - Video - Played}}	+1
Inherited (44 Tokens)	
{{my.B - Clicks Link in Any Email}}	+10
{{my.B - Clicks Link in Any Sales Email}}	+15
{{my.B - Downloads Early Stage Cont...	+10

Where were the inherited tokens created?

- A. In a Parent Folder
- B. In another Workspace
- C. In the Token Generator
- D. In the Landing Page editor

30. What is required if a marketing manager wants to send an email personalized from account owners showing an image of each account owner's personal signature.

What functionality should be used?

- A. Smart List
- B. System Token
- C. Email Template
- D. Dynamic Content

Sample Question Answer Key

1. B

Topic: Targeting and Personalization

Reference:

<http://docs.marketo.com/display/public/DOCS/Add+Leads+to+an+Engagement+Program>

2. C

Topic: Program Fundamentals

Reference:

<http://docs.marketo.com/display/public/DOCS/Leads+Who+Have+Exhausted+Content>

3. B

Topic: Targeting and Personalization

Reference: <http://docs.marketo.com/display/public/DOCS/Tokens+Overview>

4. A

Topic: Program Fundamentals

Reference: <http://docs.marketo.com/display/public/DOCS/Add+Content+to+a+Stream>

5. D

Topic: Program Fundamentals

Reference: <http://docs.marketo.com/pages/releaseview.action?pageId=2359462>

6. D

Topic: Analytics and Reporting

Reference: <http://docs.marketo.com/display/public/DOCS/Program+Performance+Report>

7. A, E

Topic: Analytics and Reporting

Reference: <http://docs.marketo.com/display/public/DOCS/Program+Performance+Report>

8. B

Topic: Analytics and Reporting

Reference: <http://docs.marketo.com/display/public/DOCS/Program+Performance+Report>

9. C

Topic: Implementation and Operations

Reference:

<http://docs.marketo.com/display/public/DOCS/Understanding+Local+Assets+in+a+Program>

10. A

Topic: Implementation and Operations

Reference: <http://docs.marketo.com/display/public/DOCS/Change+the+Landing+Page+URL>

11. B

Topic: Implementation and Operations

Reference:

<http://docs.marketo.com/display/public/DOCS/Dynamically+Toggle+Visibility+of+a+Form+Field>

12. C

Topic: Implementation and Operations

Reference: <http://docs.marketo.com/display/public/DOCS/Forms>

13. B

Topic: Program Fundamentals

Reference:

<http://docs.marketo.com/display/public/DOCS/Using+Advanced+Smart+List+Rule+Logic>

14. D, E, F

Topic: Program Fundamentals

Reference: <http://docs.marketo.com/display/public/DOCS/Create+a+Program+Channel>

15. A, C, D

Topic: Targeting and Personalization

Reference:

<http://docs.marketo.com/display/public/DOCS/Understanding+Dynamic+Content>

16. D

Topic: Implementation and Operations

Reference: <https://www.marketo.com/analyst-and-other-reports/idc-workbook-graduating-from-email-to-engagement-using-marketing-automation-to-achieve-success/>

17. C

Topic: Implementation and Operations

Reference: : <http://docs.marketo.com/display/public/DOCS/Use+a+Form+in+a+Lightbox>

18. C

Topic: Program Fundamentals

Reference:

<http://docs.marketo.com/display/public/DOCS/Understanding+Engagement+Programs>

19. C

Topic: Targeting and Personalization

Reference: <http://docs.marketo.com/display/public/DOCS/Tokens+Overview>

20. A, C

Topic: Lead Management

Reference: www.marketo.com/definitive-guides/lead-scoring/

21. A

Topic: Lead Management

Reference: www.marketo.com/definitive-guides/lead-scoring/

22. B

Topic: Lead Management

Reference: www.marketo.com/definitive-guides/lead-scoring/

23. A

Topic: Lead Management

Reference: <https://www.ducttapemarketing.com/blog/lead-sales-ready/>

24. A

Topic: Lead Management

Reference: <http://docs.marketo.com/display/public/DOCS/Wait>

25. A

Topic: Lead Management

Reference: <http://docs.marketo.com/display/public/DOCS/Leads+by+Status+Report>

26. C

Topic: Analytics and Reporting

Reference:

<http://docs.marketo.com/display/public/DOCS/Landing+Page+Performance+Report>

27. D

Topic: Analytics and Reporting

Reference:

<http://docs.marketo.com/display/public/DOCS/Landing+Page+Performance+Report>

28. D

Topic: Analytics and Reporting

Reference: <http://docs.marketo.com/display/public/DOCS/Program+Performance+Report>

29. A

Topic: Targeting and Personalization

Reference: <http://docs.marketo.com/display/public/DOCS/Tokens+Overview>

30. D

Topic: Targeting and Personalization

Reference: :

<http://docs.marketo.com/display/public/DOCS/Understanding+Dynamic+Content>

Additional Study Aid Resources

Program Fundamentals

- [Understanding Programs](#)
- [Smart Campaign Checklist](#)
- [Understanding Smart Campaigns](#)
- [Create a New Smart Campaign](#)
- [Understanding Email Programs](#)
- [Understanding Event Programs](#)
- [Understanding Engagement Programs](#)

Targeting and Personalization

- [Understanding Dynamic Content](#)
- [Best Practices for Smart Lists](#)
- [Tokens Overview](#)

Analytics and Reporting

- [Basic Reporting](#)
- [Report Types](#)
- [Manage Report Subscriptions](#)
- [Filter Leads In a Report With a Smart List](#)

Lead Management

- [Definitive Guide to Lead Scoring](#)
- [Simple Scoring](#)
- [Change Score](#)

- [Using the Lead Detail Page](#)

Implementation and Operations

- [The Definitive Guide to Marketing Automation](#)
- [Blog Email Marketing vs. Marketing Automation – Marketo](#)
- [Understanding Email Event Logging](#)
- [Make an Email Operational](#)
- [Forms](#)
- [Understanding Local Assets in a Program](#)

Registering for the Marketo Certification Exam

All Marketo certification exams are delivered by Kryterion, Marketo's exam delivery partner. To register for the Marketo Certified Expert exam, please visit: www.webassessor.com/marketto/

Maintaining Your Marketo Certification

The Marketo Certified Expert credential is valid for two years from the date you pass the exam. You can take the exam to recertify any time before your anniversary date and up to 2 weeks after that date. Your recertification will be effective as of the date you pass the exam. If you do not recertify, you will lose your status and benefits as a Marketo credential holder until you recertify.

For More information

Have a question about Marketo Certification? Check out the [Marketo Certification FAQ](#) or email certification@marketo.com for additional details about the program.