

## Quiz 2 - Answers

**Question:** Which of the following components is responsible for defining the target audience in a Marketo smart campaign?

**Answer:** Smart List

**Question:** What is the primary function of the Flow tab in a Marketo smart campaign?

**Answer:** To perform the steps of the smart campaign, including Wait steps and split choices

**Question:** Which of the following is true about Trigger campaigns in Marketo?

**Answer:** They run based on specific events, such as a link click

**Question:** What happens if multiple triggers are set in a Marketo smart campaign?

**Answer:** The person goes through the flow if any one of the triggers is activated

**Question:** What is a best practice for using history filters in a Marketo Smart List?

**Answer:** Limit the date range to reduce the searchable dataset

**Question:** What is the default rule logic applied to filters in a Marketo Smart List?

**Answer:** ALL filters must be matched (AND logic)

**Question:** What HTTP verbs do Marketo Webhooks support for communicating with third-party web services?

**Answer:** GET and POST

**Question:** What must be provided when using a token in Marketo to ensure there is text displayed if a person doesn't have a value for the referenced field?

**Answer:** Default Value

**Question:** Which type of token is `{{lead.FirstName}}` in Marketo?

**Answer:** Person Token

**Question:** What is the purpose of tags in Marketo?

**Answer:** To describe programs and assist in filtering data for reporting purposes

**Question:** Which token would you use to insert the current time into an email in Marketo?

**Answer:** `{{system.time}}`

**Question:** What is the purpose of Program Member Custom Field Tokens in Marketo?

**Answer:** To store unique data for individual program members