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Master 2023 Latest The Questions Salesforce Developers and Pass Marketing-Cloud-Developer Real Exam!

Marketing Cloud Developer Certification Exam topics
Candidates must know the exam topics before they start of preparation. Because it will really help them in hitting the core. Our
Marketing Cloud Developer exam dumps will include the following topics:

    - Programmatic Languages: 35%- API: 22%- Data Modeling: 14%- Data Management: 22%- Security: 7% **NEW
QUESTION 16**

Which SSJS library can be used in email messages? Choose 1.
* Both
* Platform
* None
* Core

NEW QUESTION 17

A developer is creating a CloudPage which accepts secure parameters via an email link and will submit those parameters to another
CloudPage for data upsert. The page currently captures an Appointment ID parameter passed into it and sets the value to the variable
caapptld. The developer does NOT want the Appointment ID to be visible to anyone using the form.

What is the best method to ensure the parameters are passed successfully to the data upsert page?
* <input id=”apptld” type=”textarea” value=”%%v(@>apptld)a%%” readonly>
* <form action=”%%=MicrositeURL(123,,apptId”,@apptId)a%%” method=”post”>
* <form action=”%%=CloudPagesURL(123,’apptId’,@apptId)a%%” methods “post”>
* <lnput ld=MapptId” type=”textarea” value=”%%v(@apptld)a%%” hldden>

NEW QUESTION 18

How often should a developer request a new token when making multiple API calls in v1?
* When changing routes/objects
* Before every new call
* Once an hour
* Every 15 minutes

NEW QUESTION 19

A developer needs to determine why a Query Activity in an Automation has failed.

Which three scenarios could have caused this? Choose 3 answers
* The query takes more than 60 minutes to run.
* The query is returning more than one million rows.
* The query results in duplicate rows not allowed by the primary key.
* The query is not returning a value for a non-nullable field.
* The query is inserting a value that is larger than the size of a field.

NEW QUESTION 20

A developer created a landing page in CloudPages which return unique content when subscriber data is located on a related data extension. The developer does not know if all subscribers have rows in the related data extension, and want default content to render if no subscriber data is found on the related data extension. Which best practice should the developer follow to control the unique and default content?
* Use the RowCount function and an IF statement
* Use the Lookup, Row and Field functions
* Use the LookupOrderRows and Row functions
* Use the DataExtensionRowCount function

NEW QUESTION 21

A developer wants to inject a Contact into a journey using API. What method and route would be used to accomplish this?
* Post / contacts/v1/contacts
* Post/v1hub/datevents/key:[key} /rows / {primaryKeys
* Post/ interaction/ v1/events
* Post/interaction/v1/interactions

NEW QUESTION 22

Northern Trail Outfitters is using a mobile campaign to collect email addresses of interested subscribers. Using AMPScript’s API functions they will send a confirmation email when an email is texted into their short code.

Which two objects are required to successfully create a TriggeredSend object? Choose 2 answers
* Subscribers
* TriggeredSendDefinition
* Attribute
* Contact

NEW QUESTION 23

A developer is troubleshooting why a parent-level data extension cannot be accessed by a child business unit.

What should the developer check to validate the data available can be accessed for child business unit queries?
* The data extension is in the Shared Data Extensions folder and the query includes the ENT. prefix
* The data extension is in the Shared Items root folder and is accessible to the child business unit
* The data extension is in the Salesforce Data Extensions folder and Is accessible to the child business unit
* The data extension is in the Synchronized Data Extensions folder and the query includes the ENT. prefix

NEW QUESTION 24

A developer wants to delete a batch of subscribers from Marketing Cloud. The developer performs a Contact Delete on a batch of records in a data extension in Contact Builder. Which scenario would cause subscriber records to remain in the data extension?
* Sendable data extension with SubscriberKey and EmailAddress fields
* Non-sendable data extension with SubscriberKey field
* Contact Delete process does not delete rows from data extensions
* Sendable data extension with SubsciberKey field

NEW QUESTION 25

In which three ways should a developer optimize a query activity if it is currently timing out? Choose 3
* Use intrisic functions in the WHERE clause
* Use SELECT * to include all fields
* Use Primary key(s) on fields used in joins
* Use intermediate tables to stage data
* Only update records that have changed since last execution

NEW QUESTION 26

A developer wants to personalize a welcome email with the recipient's first name from the Customers data extension, which is different from the targeted sending data extension named NewSubscribers. Both data extensions contain the unique identifier in a field named CustomerKey. Which AMPscript Syntax would populate the first name personalization as requested?
* %%=Lookup('Customers', 'FirstName', 'ContactID', CustomerKey)=%%
* %%=Lookup('Customers', 'FirstName', 'CustomerKey', CustomerKey)=%%
* %%=Lookup('Customers','FirstName','CustomerKey', 'CustomerKey')=%%
* %%=Lookup('NewSubscribers','FirstName','ContactID',CustomerKey)=%%

NEW QUESTION 27

A sendable data extension with a text field named 'Balance'contains the value S6.96 for a particular record.

The following AMPscript statement is included in an email:

IF (Balance > 6.00) THEN

SET @Result = ‘Balance is more than $6.00

ENDIF

Why would this IF statement yield unintended results?
* The operandsare not the same data type.
* The comparison should use the < operator.
* Balance is a protected keyword.
* Double quotes should be used instead of single quotes.

NEW QUESTION 28

NTO wants to exclude sending an email at send time to those with a record on the ‘Exclude’ Data Extension. The primary key on this data extension is Subscriber Key.

How would a developer write the Exclusion Script?
* Lookup (‘Exclude’,’EmailAddress’,’SubscriberKey’,SubscriberKey)
* Lookup (‘Exclude’,’SubscriberKey’, ‘EmailAddress’, emailddr_)
* Rowcount (LookupRows(‘Exclude’,SubsciberKey,_SubscriberKey) >0
* Rowcount (LookupRows(‘Exclude’,’SubscriberKey,_SubscriberKey) >1

NEW QUESTION 29

A developer identified duplicate contacts and initiated a Contact Delete process for 10 milion subscribers. How could the process be expedited?
* Change the Suppression value to a larger value
* Manually delete subscribers in All Contacts
* Stop current delete process and delete smaller groups
* Delete any unnecessary Sendable Data Extensions

NEW QUESTION 30

A developer needs to find all subscribers on the Customers data extension who made a purchase in the last 30 days. Purchase data is on the Orders data extension which contains a column called ‘PurchaseDate’. Contacts are identified in both data extensions by a column called ‘ContactKey’, and the Orders data extension can contain many instances of the same subscnber.

Which SQL keyword should the developer use to achieve the desired result?
* INNER JOIN
* OUTER JOIN
* ORDER BY PurchaseDate ASC

NEW QUESTION 31

How can SSJS variables be referenced for content personalization? Choose 1.
* <ctrl:eval>variableName</ctrl:eval>
* <ctrl:var name=”variableName” />

* <ctrl:field name=”variableName” />
* <ctrl:eval name=”variableName” />

NEW QUESTION 32

A particular data extension need to be configured to store six months of data.

How should data retention be added to the data extension in Email Studio?
* Run a query to overwrite the rows with six months of data
* Import a file to overwrite the rows with six months of data
* Create a new data extension that includes data retention settings
* Update the data extension configuration to include data retention settings.

NEW QUESTION 33

When appending data to links via Web Analytics Connector, which parameter should be used to track subscriber behavior?
* Email Address
* Contact Key
* Subscriber Key
* Subscriber ID

NEW QUESTION 34

A developer is using the REST Authorization Service to obtain an OAuth access token. Which method should be used to include the access token in the API requests
* Include the header x-access-token: your_access_token
* Include as a query parameter access_token=Y0UR_ACCESS_TOKEN
* Include the header Authorization: Basic your_access_token
* Include the header Authorization: Bearer YOUR ACCESS TOKEN

NEW QUESTION 35

A developer receives a request for tracking data for alt sends associated with a specific JoblD. The developer needs to see Sends, Opens, Clicks, and Bounces.

Which two activities could the developer use? Choose 2 answers
* Tracking Extract Activity
* Server-Side JavaScript Activity
* Campaign Data Extract
* SQL Query Activity

NEW QUESTION 36

A developer wants to create a complex dynamic email with three different sections and four different possible content blocks In each section. The email will be sent to an audience of over one million contacts.

Which best practice should the developer use to ensure a blank email will not be sent?
* Send a test of every possible version using Test Send
* Review every possible version using Subscriber Preview
* Create separate emails for each version

* Confirm every version has default content

NEW QUESTION 37

A marketing director at Northern Trail Outfitters wants to analyze the Send, Click, and Open Data Views.

Which activities should the developerbuild to generate the data before transferring it to the SFTP?
* Query Activity > Tracking Extract
* Data Views Extract > Filter Activity
* Filter Activity > Data Extension Extract
* Query Activity > Data Extension Extract

NEW QUESTION 38

A doctor’s office creates Populations for staff, patients and vendors. What is the maximum number of Populations that should be created to ensure performance?
* Five
* Three
* Unlimited
* One

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