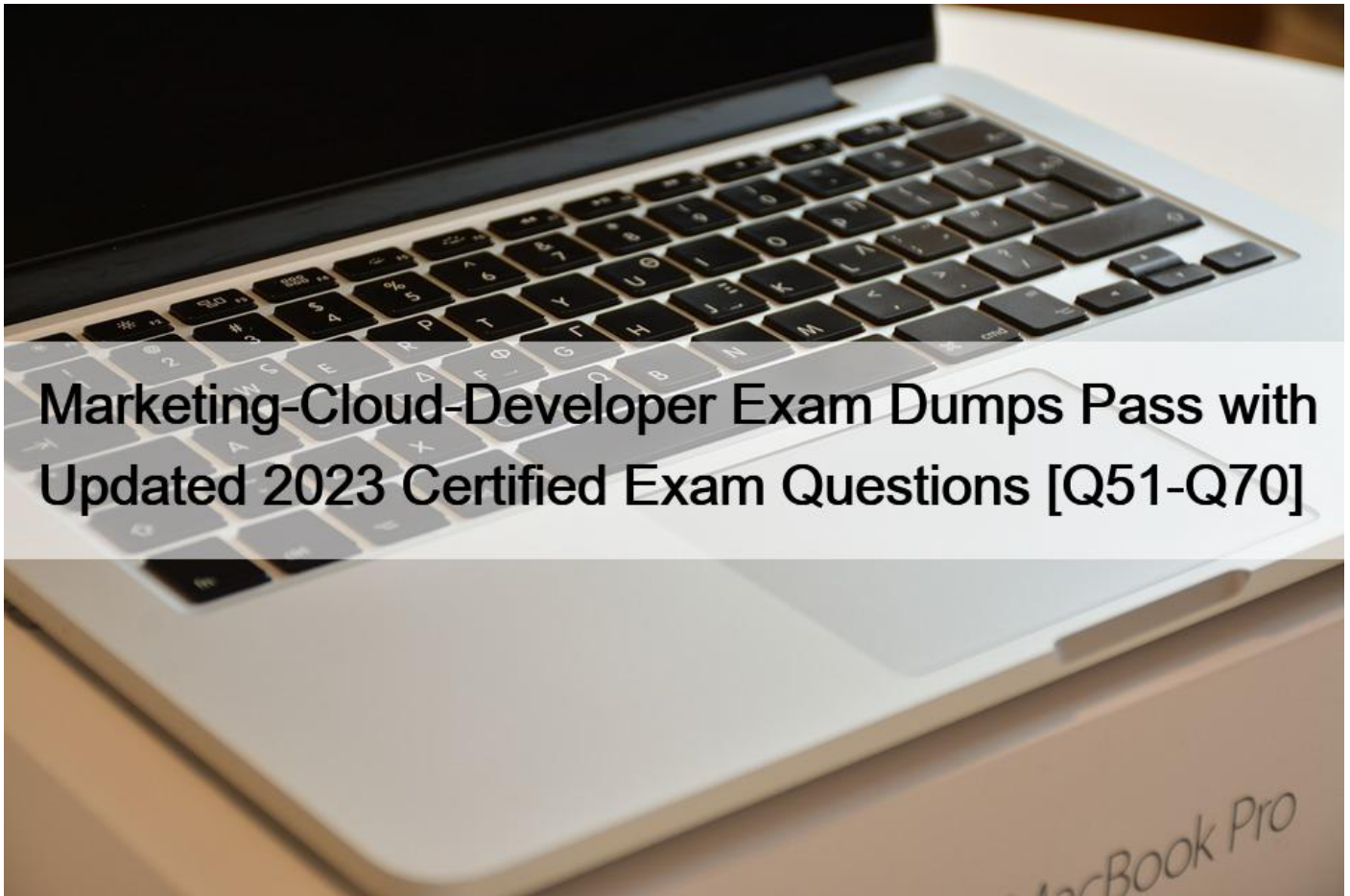


Marketing-Cloud-Developer Exam Dumps Pass with Updated 2023 Certified Exam Questions [Q51-Q70]



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Marketing-Cloud-Developer Exam Questions - Real & Updated Questions PDF

The Salesforce Marketing Cloud platform is a powerful tool for marketers to create personalized customer journeys and automate marketing campaigns. The Marketing-Cloud-Developer Exam focuses on the development aspects of the platform, including creating custom data models, developing and deploying email templates, and integrating Marketing Cloud with other Salesforce products.

Q51. A developer needs to configure an Email Send Logging Data Extension for a new business unit. Which option should be used?

- * Create and ensure it has the name “Send Log”
- * Salesforce Support should create the data extension
- * Create from a copy of an existing Send Log in another business unit
- * Create using the SendLog Data Extension Template

Q52. A developer created an email with AMPscript variable as the subject line. The subject line variable was recently updated, but

when testing the email, the wrong subject line continues to appear in the inbox. The developer thinks another, outdated, subject line variable is declared within the email. Where could the outdated variable be located?

- * In the HTML body which is processed after the Text body
- * In the Text body which is processed after the subject line
- * In the Text body which is processed after the HTML body
- * In the HTML body which is processed after the subject line

Q53. A developer is configuring a new Marketing Cloud account and has decided to use a unique 10-digit integer as each customer's Contact Key.

Which data type should be used when representing the value of Contact Key?

- * Number
- * Decimal
- * Text

Q54. Certification Aid created a journey and event definition in Marketing Cloud. Which of the following resources are relevant to inject Contacts into the journey using the REST API? Choose 2.

- * POST /eventDefinitions/key:{key} or /eventDefinitions/{id}
- * POST /interaction/v1/events
- * POST /interaction/v1/interactions/contactentry
- * GET /eventDefinitions/key:{key}

Q55. Which activity is required before a compressed file can be imported?

- * Import File
- * Data Extract
- * Decompress File
- * File Transfer

Q56. NTO is reconsidering the requirement to have English, Spanish and French versions of their email campaigns. They request a developer to create a query which aggregates clicks grouped by language of the recipient. Language is stored in a Profile Attribute. Which two Data Views would be included in the query? Choose 2 answer

- * _Subscribers
- * _Subscribers
- * _AllSubscribers
- * _Click

Q57. A developer identified duplicate contacts and initiated a Contact Delete process for 10 million 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

Q58. A developer wants to set a variable to use a field from a Sendable Data Extension.

Which two options could be used in an AMPscript block to set the variable as a First Name field from a Sendable Data Extension used to send the email? Choose 2 answers

- * SET @firstName = [First Name]
- * SET @firstName = %%First Name%%
- * SET @firstName = attributeValue (First Name;)

* SET @firstName = ”First Name”]

Q59. Northern Trail Outfitters uses a Send Log and sends more than one million emails per day. They want to execute daily reports on all subscriber activity without impacting send performance.

Which set of best practices should be implemented”

- * Add a data retention policy to the Send Log. then run reports from the Send Log data extension.
- * Add a data retention policy to the SendLog. then run reports from the _Opens data view.
- * Copy new Send Log records to an Archive data extension, then run reports from the Archive data extension.
- * Copy new Send Log records to an Archive data extension, then run reports from the Send Log dataextension.

Q60. Certification Aid wants to import an encrypted CSV file from the Marketing Cloud Enhanced FTP server. Which two File Transfer activities are needed to achieve this? Choose 2.

- * To decrypt the import file on the Enhanced FTP server.
- * To move the import file from the Safehouse to Marketing Cloud.
- * To decrypt the import file on the Safehouse.
- * To move the import file from the Enhanced FTP server to the Safehouse

Q61. A company need to retrieve a large number of rows from a DE via the API. Which two solutions would optimize the performance? Choose 2

- * Use a SimpleFilterPart to retrieve small sets of relevant data.
- * Use AMPscript API functions on a CloudPage
- * Use the ContinueRequest feature
- * Use the REST API instead of the SOAP API

Q62. Northern Trail Outfitters has created subscriber attributes including AGE under Profile Manager within their Enterprise 2.0 account.

How would a developer retrieve subscribers over 30 years of age?

- * The data cannot be retrieved with a query
- * Create a filtered Group of subscribers with AGE more than 30
- * Create a query that references the _Subscribers data view
- * Create a query that references the _EnterpriseAttribute data view

Q63. A developer is building an integration with the Marketing Cloud API. In which two ways should the Client ID and Client Secret credentials be stored? Choose 2

- * Set credentials as environment variables in the application platform
- * Pass credentials in URL parameters over HTTPS
- * Set credentials as variables in application source code
- * Store credentials in a key management system (KMS)

Q64. A company has chosen to use the REST API for triggered sends, but they continue to get the following error during their testing: “Unable to queue Triggered Send request. There are no valid subscribers.” They were informed that the SOAP API provides more information about the error, and found that their payload did not include a required data extension field.

Which element of the SOAP API response provides this level of detail?

- * ErrorDescription
- * OverallStatus
- * ErrorCode

Q65. A developer created an email using the `fasubjectLine` variable as the subject line. Due to revisions, the developer declared `<>subjectLine` in multiple locations throughout the email, including:

- `%%[SET @subjectLine = 'Enjoy 10% off today']%%` was declared at the top of the HTML body
- `%%[SET @subjectLine = 'Enjoy 15% off today']%%` was declared in the top of the Text body
- `%%[SET @subjectLine = 'Enjoy 5% off today']%%` was declared at the bottom of the HTML body
- `%%[SET @subjectLine = 'Enjoy 20% off today']%%` was declared within the Subject Line

Which subject line will be used at the time of deployment?

- * Enjoy 10% off today
- * Enjoy 15% off today
- * Enjoy 20% off today

Q66. A developer is notified the View Email As Web Page (VAWP) link, when clicked, displays the message, The system is temporarily unavailable. We apologize for any inconvenience. Please try again later.

What could be a possible cause for the error

- * The data in the data extensions used at the time of send was overwritten.
- * The email used at the time of send was deleted, updated, or moved.
- * The sender profile used at the time of send was overwritten.
- * The data extension used at the time of send was moved to another folder.

Q67. Certification Aid wants to create Contacts in Marketing Cloud via API calls. Which API should be used for this? Choose 2.

- * POST `/contacts/v1/contacts` route
- * SOAP API
- * REST API
- * Contact object

Q68. A developer wants to expand their knowledge of Query Activities. They want to identify email addresses that have bounced in the last 30 days, along with the Bounce Reason and some additional subscriber specific data; however, the SQL they have written does not return any records. Below is the SQL statement:

```
SELECT s.EmailAddress, s.SubscriberKey, b.JobID, b.EventDate, b.SMTPBounceReason
FROM _Subscribers s JOIN _Bounce b ON s.EmailAddress = b.EmailAddress
WHERE b.EventDate > DateAdd(DAY, -30, GETDATE())
```

What updates should be made to ensure this SQL statement returns the desired results?

- * Marketing Cloud does not allow `DateAdd` functions in Query Activities. They should define a specific date.
- * Marketing Cloud `_Bounce` data view does not contain `EmailAddress`. They should join on `SubscriberID`.
- * Marketing Cloud Data Views only hold 20 days worth of data. They should narrow scope of `DateAdd` function.
- * Marketing Cloud does not allow use of `GETDATE` function. They should define a specific date.

Q69. A developer wants to implement a newsletter registration form on NTO's website. Prior to form submission, an email address provided by the visitor should be validated. Which option could be used to support this scenario?

- * REST API, `/address/v1/validateEmail` route
- * SOAP API, Perform method with `ValidationAction` object

- * SOAP API, Describe method with EmailAddress object
- * REST API, /messaging/v1/domainverification route

Q70. NTO uses an external CRM which only exports encrypted files. NTO's marketing manager team wants to use some of the subscriber data found in the CRM for future marketing sends. Which three actions should be included in an automation given these requirements? Choose 3

- * Import definition to the necessary data extension
- * File transfer activity to the Import directory for decryption
- * File drop to the SFTP Root directory
- * File drop to the SFTP Import directory
- * File transfer activity to the Safehouse for decryption

Marketing Cloud Developer Certification Exam Requirements

The Salesforce Marketing Cloud developer has experience in configuring and customizing data for the Marketing Cloud. The developer is competent in managing subscribers in all channels and has the ability to solve the problems of various programming languages that guide the design of tactical and strategic email campaigns. The Salesforce Marketing Cloud developer has experience as a full stack developer for Marketing Cloud in creating dynamic and personalized messages, landing pages, uses Marketing Cloud scripting languages and has experience in advanced configuration, manipulation and segmentation. data, as well as in reports and analyzes.

The Salesforce Marketing Cloud developer typically has at least one year of development experience for the Marketing Cloud and related tools.

The candidates have the experience, skills, knowledge and skills to:

- Take time to study the resources listed in this review guide and the required additional study materials provided by Salesforce.- Create dynamic and customized marketing resources using different scripting languages.- Configure data import.
- Works with clients and platform data (SQL, views, sending registration).- Configure and install data models (data extensions, shared data extensions, contact model).- Work and solve scenarios using the REST and SOAP API.

A candidate for this exam is not expected to be aware of the MobilePush SDK, Journey Builder SDK, custom components and Marketing Cloud Connect settings.

Salesforce Certified Marketing Cloud Email Specialist credential is prerequisites for Marketing Cloud Developer exam.

To pass the Salesforce Marketing-Cloud-Developer certification exam, candidates must demonstrate a deep understanding of the Marketing Cloud platform, including how to use it to create and manage email campaigns, social media advertising, and other targeted marketing activities. Candidates must also be able to leverage advanced features of the platform, such as automation workflows, journey builder, and data management tools, to create effective marketing campaigns that drive real results for their organizations. Overall, the Salesforce Marketing-Cloud-Developer certification exam is an excellent way for marketing automation professionals to showcase their skills and expertise in this rapidly growing field.

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