

## Pass Your Salesforce Exam with Marketing-Cloud-Developer Exam Dumps (Updated 196 Questions) [Q73-Q94]



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Marketing-Cloud-Developer Exam Dumps - Salesforce Practice Test Questions

### 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:

- Create dynamic and customized marketing resources using different scripting languages.- Take time to study the resources listed in this review guide and the required additional study materials provided by Salesforce.- Enter the basic SQL, including join instructions.- Create a Web Marketing Cloud experience (data forms, custom preference pages).- Explain the management of subscriptions.- Configure data import.

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.

### Best Solution to prepare Marketing Cloud Developer Certification Exam

There are many websites that are offering the latest Marketing Cloud Developer questions and answers but these questions are not verified by Salesforce certified experts and that's why many are failed in their just first attempt. Test4Engine is the best platform that provides the candidate with the necessary Marketing Cloud Developer questions that will help him to pass the I Marketing-Cloud-Developer for the first time.

Do you want to pass the Marketing Cloud Developer for new administrators for the first time? Try [Certifications-questions.com](#) It is as effective for beginners as it is for IT professionals. Our questions and answers of the Marketing Cloud Developer describe all the knowledge areas of the real exam. We frequently update our product so that our clients can always have the freshest version of **Marketing Cloud Developer exam dumps**. We offer our clients excellent customer service of 7x24 hours. We have a professional team of experts to support our quality products.

The practice exams of the Marketing Cloud Developer were developed with a vision that allows you to discover the real exam scenario before taking the actual exam. These intuitive design tests present a replica of the actual Salesforce exam, with exactly the same number of questions you can find on the Marketing-Cloud-Developer exam. Taking these tests means preparing a command on the actual exam format and reviewing and understanding the different exam topics.

**NO.73** 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

**NO.74** Certification Aid wants to implement a custom profile center using SOAP API. Which SOAP API methods are relevant to achieve this? Choose 2.

- \* Extract
- \* Describe
- \* Update
- \* Configure

**NO.75** A developer is writing a query to select unique subscribers who opened any emails sent since the beginning of the previous day.

Which query would provide that result?

\* 

```
SELECT DISTINCT o.SubscriberKey
FROM _Open o
INNER JOIN Job j ON j.JobID = o.JobID
WHERE o.SendDate >= CONVERT(date,
GETDATE()-1))
```

```
* SELECT DISTINCT o.SubscriberKey
FROM _Open o
WHERE o.OpenDate >= CONVERT(date,
GETDATE()-1))
```

```
* SELECT DISTINCT o.SubscriberKey
FROM _Open o
INNER JOIN _Job j ON j.JobID = o.JobID
WHERE j.PickupTime >= CONVERT(date,
GETDATE()-1))
```

Content Builder uses the REST API to manage content within Salesforce Marketing Cloud. The REST API allows developers to create, update, retrieve, and delete content assets, making it suitable for cross-channel campaign functions.

**NO.76** NTO had an Enterprise 2.0 account; subscribers unsubscribe from the business unit only. A developer is identifying subscribers who unsubscribed from any of the NTO child business units. Which method would identify the most accurate status for subscribers of each business unit?

- \* Create Data Extract of all Subscribers within the Parent Business unit
- \* Create Data Extracts of All Subscribers within each Child business unit
- \* Query unsubscribed from \_Subscribers within the Parent business unit
- \* Query status from \_ListSubscribers within the Parent business unit

**NO.77** A developer wants to include an AMPscript if/else statement in an email to satisfy the condition `if the subscriber's tier is not premier then display heading encouraging them to upgrade`; The tier value has already been set as variable named @level. How should the developer write this AMPscript conditional statement?

- \* `%%[IF @level == &#8216;premier&#8217; THEN SET @message = You are premier member`
- \* `&#8221; ENDIF IF @level == &#8216;premier&#8217; THEN SET @message = &#8216;Upgrade to premier now`
- \* `&#8216;&#8221; ENDIF]%% %%=v(message)=%%=IF(@level IS &#8216;premier&#8217;, Upgrade to premier now! You are a premier member%%=IIF(@level = &#8216;premier&#8217;, &#8216;You are a premier member!&#8217;, Upgrade to premier now!`
- \* `%%=IIF @level == premier, You are a premier member&#8221; Upgrade to premier now!`
- \* `%%IF(@level == &#8216;premier&#8217;) THEN &#8216;Upgrade to premier now!&#8217; ELSE &#8216;You are a premier member&#8217; ENDIF]%%`

The IIF function in AMPscript is a shorthand way to perform conditional logic within an inline expression. It evaluates a condition

and returns one of two values based on whether the condition is true or false.

\* AMPscript IIF Example:

```
%%=IIF(@level = &#8216;premier&#8217;, &#8216;You are a premier member!&#8217;, &#8216;Upgrade to premier now!&#8217;)=%%
```

**NO.78** 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)

**NO.79** A developer wants to build an audience by identifying subscribers who opened a specific email. Which query should the developer use?

- \* `SELECT * FROM _Open WHERE ListID = &#8216;1234&#8217;`
- \* `SELECT * FROM _Open WHERE JobID = &#8220;1234&#8221;`
- \* `SELECT SubscriberID FROM _Open WHERE JobID = &#8220;1234&#8221;`
- \* `SELECT SubscriberKey FROM _Open WHERE JobID = &#8216;1234&#8217;`

To build an audience by identifying subscribers who opened a specific email, the developer should use the following query:

```
SELECTSubscriberKeyFROM_OpenWHEREJobID=&#8217;1234&#8242;
```

This query selects the SubscriberKey from the \_Open data view where the JobID matches the specific email send.

References:

- \* [Salesforce Marketing Cloud Data Views](#)
- \* [Salesforce SQL Reference Guide](#)

**NO.80** 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.

To configure a data extension to store data for six months, you should update the data extension configuration to include data retention settings.

\* **Data Retention Settings:** You can configure data retention directly within the data extension settings in Email Studio to specify how long data should be retained. This ensures that data older than the specified period is automatically deleted.

\* Go to Email Studio -> Subscribers -> Data Extensions.

\* Select the data extension you want to configure.

\* Click on &#8220;Properties&#8221;.

\* Under `Data Retention`, set the retention period to six months and define the retention settings accordingly.

**NO.81** 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

**NO.82** Northern Trail Outfitters account is configured with two child BU(s): US and Global. The account has a data extension in the Shared Data Extensions folder named `MemberData`. This data extension contains basic address information, as well as Boolean fields labeled `US`; and `Global`; indicating to which business unit the subscriber belongs. Automation needs to be created in the US business unit to query all records in New York who are members of the business unit US.

```
SELECT * FROM MemberData WHERE State = 'NY'; AND US = 1
```

What would cause this query to report the following error: `An error occurred while checking the query syntax. Errors: MemberData is not a known data extension or system data view. You can only query existing data extensions or system data views.`?

- \* Incorrect syntax; Query Activities are written in SOQL
- \* `MemberData` should be prefixed with ENT
- \* Query should check for a US value of `True`;
- \* Query Activities cannot use the `*` wildcard

**NO.83** 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)=%%`

To personalize the welcome email with the recipient's first name from the Customers data extension, you use the Lookup function to retrieve the FirstName field based on the CustomerKey field.

\* **Lookup Function:** The Lookup function retrieves a value from a specified data extension.

\* **Syntax:**

```
%%=Lookup('Customers', 'FirstName', 'CustomerKey', CustomerKey)=%%
```

\* `Customers`; is the name of the data extension from which to retrieve data.

\* `FirstName`; is the field to retrieve.

\* `CustomerKey`; is the field to match on.

\* CustomerKey is the value to match in the `CustomerKey` field of the `Customers` data extension.

**NO.84** A developer wants a link to be dynamic based on subscriber attributes. Rather than create numerous links, the developer uses AMPscript to set the link's value as a variable. The variable will be used within the `<a>` tag. What should the developer do within the `<a>` tag to ensure clicks are tracked for the variable? Choose 2

- \* Wrap the variable in a `RedirectTo` function
- \* Ensure the `Conversion` attribute is `true`;
- \* Wrap the variable in a `v` function
- \* Include a variable for the `Alias` attribute

**NO.85** A developer wants to add an image to Content Builder via the API and retrieve the image's published URL.

Which method should the developer use?

- \* GET using the REST API `/asset/v1/content/assets` and parse the `FileProperties` parameter
- \* Use the SOAP API to create a `Porfoglio` object and identify the `Source` property
- \* POST to the REST API `/asset/v1/content/categories` and parse the `Description` parameter
- \* POST to the REST API `/asset/v1/content/assets` and parse the `FileProperties` parameter

To add an image to Content Builder via the API and retrieve the image's published URL, the developer should POST to the REST API `/asset/v1/content/assets` and parse the `FileProperties` parameter (D). This method uploads the image and returns metadata, including the published URL, which can be extracted from the `FileProperties`.

References:

- \* Salesforce Marketing Cloud REST API: Content Builder
- \* Salesforce Marketing Cloud Asset API

**NO.86** A developer wants to create a `CloudPage` which is linked from an email. `%%[SET @point = RequestParameter(x) SET @value = 5 IF Length(@point) > 1 THEN SET @value = 1 ELSEIF Length(@point) > 2 THEN SET @value = 2 ELSEIF Length(@point) > 3 THEN SET @value = 3 ELSEIF Length(@point) > 4 THEN SET @value = 4 ENDIF]%%` Which is the expected value of `@value` if `x = Tacos`?

- \* 3
- \* 1
- \* 5
- \* 4

**NO.87** A developer wants to create a Synchronized Data Extension containing Lead data from Sales Cloud. They only want to include records which contain a phone number. Each of the following fields contains this information per these rules: -`Phone` is not blank (Data Type = Text) -`PhoneExists` is true (Data Type = Boolean) -`ValidPhone` is `true`; (Data Type = Formula(Boolean)) -`ContactType` equals `Phone`; (Data Type = Text). Which field could be used to select a subset of records in the synchronization configuration?

- \* `ValidPhone`
- \* `Phone`
- \* `ContactType`
- \* `PhoneExists`

**NO.88** 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

**NO.89** A developer is configuring a File Drop Automation and wants to use a Filename Pattern to allow for timestamps on the file. The file name will always start with the month and day (e.g. MAY15) the file is dropped onto the SFTP site.

Which two configurations should be used for the automation to successfully start? Choose 2 answers

- \* Ends With operator
- \* %%MMMMdd%%
- \* %%Month%% %%Day%%
- \* Begins With operator

**NO.90** A developer, who is new to Marketing Cloud, needs to design a landing page for a new customer. They choose to use Server-Side JavaScript (SSJS) due to their extensive knowledge of JavaScript from previous projects.

Which two features would the developer be able to leverage in their Server-Side code? Choose 2 answers

- \* Wrapping of AMPscript in SSJS code
- \* Direct modification of the DOM
- \* External Libraries to extend functionality
- \* Include Try/Catch blocks within the code

When using Server-Side JavaScript (SSJS) in Salesforce Marketing Cloud, the developer can leverage the following features:

- \* Wrapping of AMPscript in SSJS code (A)- SSJS can include AMPscript within its code, allowing for dynamic content generation and manipulation.
- \* Include Try/Catch blocks within the code (D)- SSJS supports the use of Try/Catch blocks to handle errors and exceptions in the script, providing better control over error management.

References:

- \* [Salesforce Marketing Cloud Server-Side JavaScript Guide](#)
- \* [AMPscript and SSJS Integration](#)

**NO.91** A developer needs to import a file into a data extension which contains transactional data. The file includes a column labeled Purchase\_Price with values varying from \$0.05 to \$100.00.

What Data Type should be used to prevent loss of data?

- \* Text
- \* Number
- \* Decimal(9,2)

The best Data Type to use for the Purchase\_Price column would be Decimal(9,2). This will allow values ranging from .05 to 100 without any data loss.

**NO.92** When do synchronous REST API calls to Marketing Cloud time out? Choose 2.

- \* 240 seconds for tracking and data retrieve operations.
- \* 300 seconds for tracking and data retrieve operations.
- \* 120 seconds for non-tracking operations.
- \* 240 seconds for non-tracking operations.

**NO.93** In what order is AMPscript evaluated before an email is sent?

- \* Subject Line, HTML Body, Text Body
- \* HTML Body, Text Body, Subject Line
- \* Text Body, HTML Body, Subject Line
- \* HTML Body, Text Body, Text Body

AMPscript is evaluated in the following order before an email is sent:

- \* Subject Line: Evaluates AMPscript in the subject line first.
- \* HTML Body: Evaluates AMPscript within the HTML body of the email.
- \* Text Body: Evaluates AMPscript within the text body of the email.

This order ensures that any dynamic content or personalization logic is correctly applied in all parts of the email.

**NO.94** A developer wants to include an AMPscript if/else statement in an email to satisfy the condition "if the subscriber's tier is not premier then display heading encouraging them to upgrade." The tier value has already been set as variable named @level. How should the developer write this AMPscript conditional statement?

- \* %%[IF @level == "premier"; THEN SET @message = You are premier member
- \* " "; ENDIF IF @level == "premier"; THEN SET @message = "Upgrade to premier now
- \* " "; ENDIF]%% %%=v(message)=%%=IF(@level IS "premier", Upgrade to premier now! You
- \* are a premier member%=IIF(@level = "premier", "You are a premier member!"; Upgrade to premier
- \* now!
- \* %%=IIF @level == premier, You are a premier member"; Upgrade to premier now!
- \* %%IF(@level == "premier;) THEN "Upgrade to premier now!"; ELSE "You are a premier
- \* member"; ENDIF]%%

Salesforce Marketing-Cloud-Developer certification exam consists of 60 multiple-choice questions that need to be completed within 105 minutes. Marketing-Cloud-Developer exam is designed to evaluate the candidate's knowledge of Marketing Cloud's various features, including Journey Builder, Data Extensions, Content Builder, and Automation Studio. Candidates are required to score at least 68% to pass the exam and earn the Salesforce Certified Marketing Cloud Developer certification.

**Pass Your Marketing-Cloud-Developer Exam Easily with Accurate PDF Questions:**

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