

Marketing-Cloud-Developer Dumps

Salesforce Certified Marketing Cloud Developer (SP20)

<https://www.certleader.com/Marketing-Cloud-Developer-dumps.html>



NEW QUESTION 1

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?

- A. Lookup ('Exclude','EmailAddress','SubscriberKey',SubscriberKey)
- B. Lookup ('Exclude','SubscriberKey', 'EmailAddress', emailddr_)
- C. Rowcount (LookupRows('Exclude',SubscriberKey,_SubscriberKey) >0)
- D. Rowcount (LookupRows('Exclude','SubscriberKey,_SubscriberKey) >1)

Answer: C

NEW QUESTION 2

A developer want to email a subscriber who is currently being processed for a Contact Deletion request. When could the Contact be reintroduced after a Contact Delete operation has started?

- A. Never
- B. 14 days after deletion process is complete
- C. After deletion is fully complete
- D. Anytime

Answer: C

NEW QUESTION 3

A developer wants to expand the functionality of existing code which was written in AMPscript, but prefers to use Server-Side JavaScript (SSJS) for updates. Which SSJS statement will retrieve the value of the AMPscript variable named subKey?

- A. Var.Get("subKey");
- B. Variable.GetTVValue ("@subKey") ;
- C. Variable.SetValue("subKey", "Value");
- D. Var.Retrieve("@subKey");

Answer: B

NEW QUESTION 4

Which SSJS library can be used in landing pages? Choose 1.

- A. None
- B. Core
- C. Both
- D. Platform

Answer: C

NEW QUESTION 5

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"

- A. Add a data retention policy to the Send Lo
- B. then run reports from the Send Log data extension.
- C. Add a data retention policy to the Send Lo
- D. then run reports from the _Opens data view.
- E. Copy new Send Log records to an Archive data extension, then run reports from the Archive data extension.
- F. Copy new Send Log records to an Archive data extension, then run reports from the Send Log data extension.

Answer: B

NEW QUESTION 6

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?

- A. Run a query to overwrite the rows with six months of data
- B. Import a file to overwrite the rows with six months of data
- C. Create a new data extension that includes data retention settings
- D. Update the data extension configuration to include data retention settings.

Answer: C

NEW QUESTION 7

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?

- A. Number
- B. Decimal
- C. Text

Answer: C

NEW QUESTION 8

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

- A. Import definition to the necessary data extension
- B. File transfer activity to the Import directory for decryption
- C. File drop to the SFTP Root directory
- D. File drop to the SFTP Import directory
- E. File transfer activity to the Safehouse for decryption

Answer: ADE

NEW QUESTION 9

Certification Aid wants to add new customers to a cross-channel welcome campaign when they register on the company website. Which API should be used for this? Choose 1.

- A. Personalization Builder API
- B. Event Notification API
- C. Transactional Messaging API
- D. Journey Builder API

Answer: C

NEW QUESTION 10

A developer wants to aggregate monthly energy usage data over a four month period for each subscriber within an email. The monthly usage values are stored in variables for each month in the following way:

How should the developer use AMPscript to generate the total?

- A. SET @total - (@jan - 3fet - @mar @apr>
- B. SET @total = AZD((@jan @feb) @mar) @apr)
- C. SET @total - ADD(@jan,ADD(@feb,ADD(@mar,@apr)))
- D. SET @total = (ADD(@jan,@feb), ADD(@mar, @apr))

Answer: C

NEW QUESTION 10

A developer wants to create an AMPscript FOR loop that populates HTML table rows based on the number of rows and data in a target DE. Where should the developer place the FOR keyword to begin the loop?

- A. Before the <table> tag
- B. Before the <td> tag
- C. Before the <tbody> tag
- D. Before the <tr> tag

Answer: D

NEW QUESTION 12

Which two AMPscript HTTP functions allow an OAuth token to be passed in a header? Choose 2 answers

- A. HTTPPost
- B. HTTPGet
- C. HTTPGet2
- D. HTTPPost2

Answer: AB

NEW QUESTION 17

A developer used LookupRows to retrieve data when building a dynamic email. What should be the next step before using this rowset within a FOR loop?

- A. Use Row to return a specific row of the rowset
- B. Set the rowset to a new array variable
- C. Close the delimited AMPscript Code Block
- D. Use RowCount to ensure the rowset contains data

Answer: D

NEW QUESTION 19

Northtrn Trail Outfitters mistakenly synced the User_Salesforce object which added to their billable contact count. What should be recommended to remove these contacts'

- A. Update the sync to remove these contacts from the All Contacts table.
- B. Use the REST API to delete the contacts from the All Subscribers table.
- C. Put the synced records into a sendable data extension and use Contact Delete.

D. Use the SOAP API to delete the contacts from the All Contacts table.

Answer: C

NEW QUESTION 21

Which statements are true regarding the Marketing Cloud SOAP API? Choose 2.

- A. More than 2000 SOAP calls can be performed per minute.
- B. Most SOAP calls can be synchronous or asynchronous.
- C. Uses XML in request and response body.
- D. Uses JSON in request and response body.

Answer: BC

NEW QUESTION 26

Which of the following statements are correct concerning Populations in Contact Builder? Choose 2.

- A. Populations are used to create large subgroups Contacts.
- B. Populations need to be added to an Attribute Group.
- C. No more than three Populations should be created.
- D. Populations should be used for segmentation

Answer: AC

NEW QUESTION 30

A developer uses an API to send data to a Marketing Cloud data extension once every five minutes using the REST API. They notice data does not always write to the data extension, leading to data loss.

Which three best practices are recommended to avoid this issue? Choose 3 answers

- A. In case of 'Not Authorized' errors, request a new Access Token and attempt the call again.
- B. In case of Server errors, request a new Access Token before each request.
- C. In case of Server errors, ensure the Server is available and attempt the call again.
- D. Use Username and Password authentication instead of OAuth client ID and client secret.
- E. Store the expiry of the access token to ensure a new token is requested if the old one is invalid.

Answer: ADE

NEW QUESTION 34

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

- A. Ends With operator
- B. %%MMMMdd%%
- C. %%Month%%%%Day%°/o
- D. Begins With operator

Answer: CD

NEW QUESTION 38

Clock Kicks would like to encrypt and store form data submitted from a CloudPage in a data extension using AMPscript. Which three encryption options could be used when creating a new key in Key Management? Choose 3

- A. SAML
- B. Asymmetric
- C. RSA
- D. Salt
- E. Symmetric

Answer: B

NEW QUESTION 40

A developer uses the messageDefinitionSends REST API endpoint to send a triggered send email. This method returns a 202 (success) response code. How could the developer validate if the email was successfully sent?

- A. Use the messageDefinitionSend/key:(key)/deliveryRecords REST endpoint with GET method
- B. The 202 response code indicates the message was sent successfully; no further action is required.
- C. Use the validateEmail REST resource with POST method to obtain the email delivery details from the request.
- D. Confirm the record was successfully inserted into the associated Triggered Send Data Extension.

Answer: A

NEW QUESTION 42

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.

- A. POST /eventDefinitions/key:{key} or /eventDefinitions/{id}
- B. POST /interaction/v1/events
- C. POST /interaction/v1/interactions/contactentry
- D. GET /eventDefinitions/key:{key}

Answer: BC

NEW QUESTION 47

A developer wants to retrieve daily JSON data from a customer's API and write it to a data extension for consumption in Marketing Cloud at a later time. What set of Server-Side JavaScript activities should the developer use?

- A. Platform.Function.InvokeRetrieve(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();
- B. Platform.Function.HTTPGet(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();
- C. Platform.Function.InvokeRetrievef); Platform.Function.Stringify(); Platform.Function.UpsertDE();
- D. Platform.Function.HTTPGe(); Platform.Function.Stringify(); Platform.Response.Write();

Answer: C

NEW QUESTION 48

NTO puts the word TEST at the beginning of the name for each test email. Which query would return the subs who were sent those emails?

- A. SELECT * FROM _Job J INNER JOIN _Sent S on J.EmailName LIKE 'TEST%'
- B. SELECT * FROM _Job INNER JOIN _Sent on JobID = JobID WHERE EmailName LIKE 'TEST%'
- C. SELECT * FROM _Job J INNER JOIN _Sent S ON.JobID = S.JobID WHERE J.EmailName LIKE 'TEST%'
- D. SELECT * FROM _Job J INNER JOIN _Sent S on J.JobID = JobID = S.JobID WHERE J.EmailName= 'TEST%'

Answer: C

NEW QUESTION 50

Certification Aid wants to include SSJS in an email message. Which code block can be used for this? Choose 2.

- A. <script runat=server></script>
- B. <script language=ssjs></script>
- C. <script runat=server language=javascript></script>
- D. <script language=javascript></script>

Answer: AC

NEW QUESTION 53

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?

- A. %%[IF @level == 'premier' THEN SET @message = You are premier member
- B. " ENDIF IF @level == 'premier' THEN SET @message = 'Upgrade to premier now
- C. "" 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!
- D. %%=IIF @level == premier, You are a premier member" Upgrade to premier now!
- E. %%IIF(@level == 'premier') THEN 'Upgrade to premier now!' ELSE 'You are a premier member' ENDIF]%%

Answer: C

NEW QUESTION 58

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

- A. Subscribers
- B. TriggeredSendDefinition
- C. Attribute
- D. Contact

Answer: BD

NEW QUESTION 62

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?

- A. INNER JOIN
- B. OUTER JOIN
- C. ORDER BY PurchaseDate ASC

Answer: C

NEW QUESTION 67

A marketer is planning a weekly promotional send. Which two types of data extensions could be sent to? Choose 2 answers

- A. Synchronized Data Extension
- B. Sendable Data Extension
- C. Salesforce Data Extension
- D. Send Log Data Extension

Answer: AB

NEW QUESTION 72

A developer wants to write a query to compile data originating from an HTML form so it can be exported in CSV format. However, the source data extension may contain line breaks within the Comments field, which makes it difficult to read and sort the resulting CSV.

Which SQL functions could be used to change each line break to a single space?

- A. REPLACE and CHAR
- B. FORMAT and SPACE
- C. LTRIM and RTRJM
- D. REPLICATE and NCHAR

Answer: A

NEW QUESTION 76

A developer wants to configure performance tracking of the content dynamically created via AMPscript in an email. Which two steps should be performed to achieve this objective? Choose 2

- A. Request the Impression Tracking feature be enabled on the account
- B. Include the functions BeginImpressionRegion and EndImpressionRegion
- C. Configure dynamic content block in Content Builder
- D. Add a unique identifier in the HTML tags within the generated content

Answer: AB

NEW QUESTION 79

A developer wants to transform the date and time 'Data_Enrolled' from Daylight Savings time. How would the developer change the time to fall back one hour?

- A. %%=DataAdd(Date_Enrolled,-1)=%%
- B. %%=DateAdd(Date_Enrolled,-1 'H')=%%
- C. %%=DateDiff(Date_Enrolled, 1, 'H')=%%
- D. %%=FormatDate(Date_Enrolled,-1,'HH','en-us')=%%

Answer: B

NEW QUESTION 81

What is the purpose of the IF statement below?

```
%%[  
  SET @rows = LookupRows('DEName', 'SubscriberKey', _SubscriberKey)  
  IF RowCount(@rows) > 0 THEN  
    SET @row = row(@rows)  
    SET @image = Field(@row, 'image')  
  ]%%  
    
%%[ ELSE ]%%  
    
%%[ ENDIF ]%%
```

- A. To handle when no row is returned by the LookupRows function
- B. To handle when the subscriber is in a held status
- C. To handle when images are broken
- D. To handle when there are multiple records in the data extension for the subscriber

Answer: D

NEW QUESTION 85

New subscribers at Northern Trail Outfitters (NTO) are added to a data extension. NTO would like to send these subscribers a welcome series with Journey Builder.

What would allow the data extension to be selected for journey entry'

- A. At least one Campaign must be associated to the data extension.
- B. The Triggered Send Template must be used to create the data extension.
- C. The data extension must be configured for sending.
- D. The data extension must contain a field of the EmailAddress data type.

Answer: C

NEW QUESTION 89

An email requires custom AMPscript to append the subscriber's zip code to a link in the email. A field name zipcode already exist in the sending data extension. Its important Marketing Cloud tracks subscribers who click on the link. Which two AMPscript functions should be used in the setup? Choose

- A. 2Lookup
- B. Contact
- C. RedirectTo
- D. HTTPGet

Answer: BC

NEW QUESTION 90

A marketer is sending an email with dynamic content contained in a series of conditionals. Which AMPscript function should be used to track the different versions of the content within the email?

- A. ContentArea
- B. BeginImpressionRegion
- C. ContentAreaByName
- D. ContentBlockName

Answer: B

NEW QUESTION 93

Which encryption methods are supported in file imports? Choose 2.

- A. PGP
- B. GPG
- C. AES
- D. SSH

Answer: AB

NEW QUESTION 97

Northern Trail Outfitters sends a weekly email with dynamic content, and they want to record custom data inside a send log on each send to record what content was displayed and correlation flags.

What is the maximum number of custom data points recommended by Salesforce to ensure sends speeds are not affected when inserting into the built-in send log?

- A. 20 fields or less
- B. 10 fields or less
- C. No limit
- D. 5 fields or less

Answer: C

NEW QUESTION 102

Northrn Trail Outfitters (NTO) wants to import a data file. It will be uploaded at regular intervals to their Enhanced FTP Account where an automation will import the file Into a data extension. NTO requires the file to be encrypted.

Which two file encryption options are supported when importing data files to Marketing Cloud? Choose 2 answers

- A. PGP encryption
- B. RSA encryption
- C. GPG encryption
- D. AES encryption

Answer: AC

NEW QUESTION 104

A developer needs to display a value which has been calculated using an AMPscript block. This value is stored in the variable named 'Label'.

Which two ways should the developer display this value in the body of an email? Choose 2 answers

- A. %%-v(@Label) -%%
- B. <ctrl:vr name=@Label />
- C. %%@Label%%
- D. %% (Write (@Label1) 1%%

Answer: AC

NEW QUESTION 105

A developer wants to create a data model in Contact Builder.

Which two applications will be able to use this newly-created data model for segmentation? Choose 2 answers

- A. Email Studio
- B. Automation Studio
- C. Journey Builder
- D. Mobile Studio

Answer: AB

NEW QUESTION 108

A customer wants a list of subscribers who were sent an email within the past 12 months. How should this request be completed?

- A. Create a measure with criteria sent_date is after today minus 565 days
- B. Run a tracking extract via the SOAP API
- C. Query against the Job and Sent data views
- D. Locate the email sends in the Tracking tab within Email Studio

Answer: B

NEW QUESTION 113

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?

- A. Five
- B. Three
- C. Unlimited
- D. One

Answer: B

NEW QUESTION 117

Northern Trail Outfitters has an Enterprise 2.0 account with 15 business units. Each business unit can access a Shared Data Extension named 'Inventory', which contains the details for each product. A Boolean field named 'InStock' indicates whether the item is available.

Which snippet of AMPscript would return all products which are currently available?

- A. LookupRows ('En
- B. Inventory*, 'true', 'InStock')
- C. LookupRows ('En
- D. Inventory*, itemName, 'InStock', 'true')
- E. LookupRows ('En
- F. Inventory*, 'InStock', 'true',)
- G. LookupRows ('Inventory*, 'InStock' 'true',.)

Answer: C

NEW QUESTION 120

Why would a developer use LookupRows Instead of the Lookup AMPscript function?

- A. To return a complete rowset from the data extension
- B. To stay at the limit of two Lookup calls in one email
- C. To see how many rows are In a data extension
- D. To access a data extension, as Lookup only targets lists

Answer: A

NEW QUESTION 121

A developer wants to build an email that dynamically populates the physical address of a company's locations using the variable @address. The deployment goes to millions of subscribers and the developer wants the fastest possible performance.

Which AMPscript solution should be recommended?

- A. %%[SET @address = field(Lookcup("Building_Locations"/ "Address", "Id", @Id), "Address")]%%
- B. %% [SET @address - field(Row(LookupRows("Building_Locations", "Address","Id"), 1),"Address")]%%
- C. %%; SET @address = LookupRows(Building_Locations", "Address", "Id")]%%
- D. %: SET @address = Lookup("Building_locations", Address", "id"@id)] %%

Answer: A

NEW QUESTION 123

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

- A. POST /contacts/v1/contacts route
- B. SOAP API
- C. REST API
- D. Contact object

Answer: AC

NEW QUESTION 124

Which programming language should be used in email messages? Choose 1.

- A. AMPscript only
- B. Both
- C. Either AMPscript or SSJS
- D. SSJS only

Answer:

C

NEW QUESTION 125

A developer is building an integration with the Marketing Cloud API. Which configuration should be used for the API integration component in the associated Installed Package?

- A. Select the minimum required scope for the integration
- B. Select all available options to enable package reuse for the future integrations
- C. Select the 'Require Secret for Web Flor' option
- D. Select the 'Admin-approved users are pre-authorized' option under Permitted Users.

Answer: A

NEW QUESTION 127

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?

- A. Sendable data extension with SubscriberKey and EmailAddress fields
- B. Non-sendable data extension with SubscriberKey field
- C. Contact Delete process does not delete rows from data extensions
- D. Sendable data extension with SubsciberKey field

Answer: B

NEW QUESTION 131

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