Salesforce

Exam Questions Marketing-Cloud-Developer

Salesforce Certified Marketing Cloud Developer (SP20)

NEW QUESTION 1
A field value returned from a DE lookup contains a tab-delimited list of values. Which AMPscript function could easily determine if a specific text string exist anywhere in the list?

A. Substring
B. BuildRowSetFromString
C. IndexOf
D. Length

Answer: B

NEW QUESTION 2
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 3
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?

A. Use the RowCount function and an IF statement
B. Use the Lookup, Row and Field functions
C. Use the LookupOrderRows and Row functions
D. Use the DataExtensionRowCount function

Answer: A

NEW QUESTION 4
A new record is appended to the Orders data extension each time a customer makes a purchase. Which SQL statement would select a unique list of subscribers who have made multiple purchases?

A. SELECT TOP 1 SubscriberKey FROM Orders
B. SELECT DISTINCT SubscriberKey FROM Orders
C. SELECT SubscriberKey FROM Orders GROUP BY SubscriberKey
D. SELECT SubscriberKey FROM Orders GROUP BY SubscriberKey HAVING COUNT(*)>1

Answer: C

NEW QUESTION 5
A developer needs to import a file nightly that will be used for multiple SQL Query Activities. The file could arrive any time between 2 a.m. and 5 a.m., and one of the requirements is that there is a unique file name for each import, rather than overwriting the file on the FTP site.
Which action should be configured?

A. File Drop Automation
B. Scheduled Automation
C. Dynamic File Import

Answer: B

NEW QUESTION 6
A developer wants to programmatically inject Contacts into a journey via REST API. What is the recommended route using POST data extension fields and values?

A. /interaction/v1/interactions
B. /interaction/v1/events
C. /interaction/v1/eventDefinitions
D. /contacts/v1/contactEvents

Answer: B

NEW QUESTION 7
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 8
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

A. SET @firstName = [First Name]
B. SET @firstName = %%First Name%%
C. SET @firstName = attributeValue (''First Name'')
D. SET @firstName = ''First Name'']

Answer: AB

NEW QUESTION 9
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 10
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 10
When do synchronous REST API calls to Marketing Cloud time out? Choose 2.

A. 240 seconds for tracking and data retrieve operations.
B. 300 seconds for tracking and data retrieve operations.
C. 120 seconds for non-tracking operations.
D. 240 seconds for non-tracking operations.

Answer: BC

NEW QUESTION 11
A developer is working on cross-channel campaign functions for the email team at Northern Trail Outfitters. They are reviewing available APIs for the different Marketing Cloud applications to determine the most appropriate solution for each.
Which application utilizes the REST API?

A. Automation Studio
B. Classic Content
C. Content Builder

Answer: B

NEW QUESTION 16
Northern Trails Outfitters (NTO) developers want to use the Transactional Messaging API to send email receipts to customers.
What is the first step required to send using the API?

A. POST to /messaging/vl/email/messages/ with clientjd
B. Request a token using the vl/requestToken endpoint
C. Request a token using the v2/authorize endpoint
D. POST to /messaging/vl with clientjd and client_secret

Answer: B

NEW QUESTION 21
A developer wants to create a JavaScript Web Token using a key from Key Management. What function should the developer use?

A. ContentBlockByKey()
B. GetJWTByKeyName()
C. RegExMatch()
D. GeUWT()

Answer: B

NEW QUESTION 25
Northern Trail Outfitters wants to trigger follow up messages after a subscriber opens an email. What process would they use to get real-time engagement data?

A. Query Activity
B. Client-Side JavaScript
C. WSproxy Service
D. Event Notification Service

Answer: D

NEW QUESTION 28
NTO wants to exclude sends to specific subscribers based on a business rule, which is defined in an Exclusion Script. Which three types of sends would support this functionality? Choose 3

A. Journey Builder Send Email Activity
B. Content Builder Send Flow
C. Send Marketing Cloud Email in Sales or Service Cloud
D. Journey Builder Send SMS Activity
E. Automation Studio Send Email Activity

Answer: ABE

NEW QUESTION 29
A developer receives a 401 Unauthorized HTTP status message from a REST API request. What is the reason for this error?

A. The account lacks the privileges necessary to perform the request
B. The access token was not found in the request, or it is invalid or expired
C. OAuth is not supported for the requested resource
D. API requests are temporarily blocked due to too many concurrent requests.

Answer: B

NEW QUESTION 32
What is the operational order of the Contact Delete process for Marketing Cloud?

A. Delete initiated > Suppression phase > Final Deletion
B. Delete initiated > Final deletion
C. Delete initiated > Final deletion >Suppression phase
D. Data identified > Suppression phase > Delete initiated > Account page

Answer: A

NEW QUESTION 33
Contact Builder can be used to create a relational model of an organization's data within Marketing Cloud. Which three factors should be taken into consideration when preparing data to be used in Contact Builder? Choose 3 answer

A. Assigning data relationships and primary keys across all channels
B. Verifying data address marketing needs
C. Verifying all data extensions have a sendable value
D. Verifying each data extension has the required Email Address field populated
E. Normalizing data to reduce redundancy

Answer: ABC

NEW QUESTION 35
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 36
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?
A)

```
SELECT DISTINCT o.SubscriberKey

FROM _Open o

INNER JOIN _Job j ON j.JobID = o.JobID

WHERE o.SendDate >= CONVERT(date,

GETDATE()-1))
```

B)
```
SELECT DISTINCT o.SubscriberKey

FROM _Open o

WHERE o.OpenDate >= CONVERT(date,

GETDATE()-1))
```

C)
```
SELECT DISTINCT o.SubscriberKey

FROM _Open o

INNER JOIN _Job j ON j.JobID = o.JobID

WHERE j.PickupTime >= CONVERT(date,

GETDATE()-1))
```

A. Option A
B. Option B
C. Option C

Answer: A

NEW QUESTION 39
A marketing director at Northern Trail Outfitters wants to analyze the Send, Click, and Open Data Views. Which activities should the developer build to generate the data before transferring it to the SFTP?

A. Query Activity > Tracking Extract
B. Data Views Extract > Filter Activity
C. Filter Activity > Data Extension Extract
D. Query Activity > Data Extension Extract

Answer: B

NEW QUESTION 43
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 44
A developer is managing the data model programmatically and needs to access Attribute Group schema via the API. Which API should the developer use?

A. Bulk
B. SOAP
C. XML
D. REST

Answer: B

NEW QUESTION 47
Certification Aid wants to create a file drop automation with a filename pattern. An import file is placed daily on the Marketing Cloud Enhanced FTP server, and the file name always starts with the current month and day OCT26). How should the filename pattern be defined? Choose 2.

A. %%Month%%%%Day%%
B. %%MMDD%%

C. Ends With operator
D. Begins With operator

Answer: AD

NEW QUESTION 50
A developer wants to create a Synchronized Data Extension containing Lead data from Sales Cloud. They only want to include record which contain a phone number. Each of the following flied contains this information per these rules: -Phone is not black (Data Type = Phone) -PhoneExist 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?

A. ValidPhone
B. Phone
C. ContactType
D. PhoneExists

Answer: D

NEW QUESTION 51
Northern Trail Outfitters' legal team is concerned about the daily import process that brings in subscribers to a Sendable Data Extension, even when records have already been targeted for deletion.
Which two true expected behaviors for these records occur in the event a send is initiated directly to this Sendable Data Extension?
Choose 2 answers

A. Records still in the suppression phase will only be excluded if manually specified during send time.
B. Records still in the suppression phase will be excluded from sends.
C. Records that have already been deleted will be treated as new records.
D. Records that have been deleted will be excluded from sends Indefinitely.

Answer: BC

NEW QUESTION 55
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 60
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 65
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?

A. The operands are not the same data type.
B. The comparison should use the < operator.
C. Balance is a protected keyword.
D. Double quotes should be used instead of single quotes.

Answer: D

NEW QUESTION 69
Certification Aid wants to encrypt data stored in Marketing Cloud. It is fine if unencrypted fields are visible to Marketing Cloud and Salesforce users, but the underlying data should be encrypted at rest to prevent physical data theft. Which encryption method should be chosen? Choose 1.

A. Tokenized Sending
B. Asymmetric Encryption
C. Transparent Data Encryption
D. Field-Level Encryption

Answer: B

NEW QUESTION 72
A developer built a complex dynamic email with many data variants. Rather than create test data manually, they want to use a subset of live data to validate the dynamic aspects of the email.
Which SQL function should be used to collect a representative sample from a larger data set?

A. HAVING
B. OVER
C. NTILE

Answer: B

NEW QUESTION 74
NTO had an Enterprise 2.0 account; subscribers unsubscribes 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?

A. Create Data Extract of all Subscribers within the Parent Business unit
B. Create Data Extracts of All Subscribers within each Child business unit
C. Query unsubscriber from _Subscribers within the Parent business unit
D. Query status from _ListSusbscribers within the Parent business unit

Answer: B

NEW QUESTION 75
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 76
Certification Aid created following AMPscript code: %%[SET @var1 = 10 SET @var2 = 20 SET @var3 = 30]%% How can the three variables be summed up to evaluate to 60? Choose 1.

A. SET @total = Sum(@var1, @var2, @var3)
B. SET @total = Add(@var1, Add(@var2, @var3))
C. SET @total = Add(@var1, @var2, @var3)
D. SET @total = @var1 + @var2 + @var3

Answer: B

NEW QUESTION 79
Which action could the RaiseError AMPscript function be configured to perform?

A. Delete the subscriber record
B. Update the subscriber's status
C. Log the source of the error

Answer: B

NEW QUESTION 82
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

A. Wrapping of AMPscript in SSJS code
B. Direct modification of the DOM
C. External Libraries to extend functionality
D. Include Try/Catch blocks within the code

Answer: CD

NEW QUESTION 86
A developer has a text field in a data extension they want to format using the FormatCurrency AMPscript function. Which two values would return $6.96? Choose 2

A. 6,961
B. 6.96
C. $6.96
D. 6.96

Answer: CD

NEW QUESTION 88
A developer is experiencing timeouts when testing a SQL Query Activity in Automation Studio. How should the developer optimize the query?

A. Configure a longer timeout period within Administration in Automation Studio.
B. Use intermediate tables to break queries into smaller parts.
C. Ensure all SQL Query Activities are in the same step in the automation.
D. Limit joins to the INNER JOIN within all SQL Query Activities.

Answer: B

NEW QUESTION 91
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 93
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 94
A developer identified a use case where a triggered send of an email is needed. The developer already successfully set up authentication with a Client ID and Client Secret has used them in several REST calls. When the REST call is made, a "401 Unauthorized" error is returned. What is the first thing the developer should check?

A. The send permissions have been granted for the Client ID and Client Secret within Installed Packages.
B. The email interaction has been started
C. The automation permissions have been granted for the Client ID and Client Secret within Installed Packages.
D. The email interaction has been published.

Answer: A

NEW QUESTION 98
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 99
What parameter should a developer include to ensure the MobileConnect Contact is tied to the Email Contact when making a QueueMO call for an existing email subscriber?

A. mobilenumbers
B. phonenumbers
C. emailaddress
D. subscribers

Answer: A

NEW QUESTION 100
Certification Aid wants to update Contact data stored in a Data Extension using the REST API. What is required to achieve this? Choose 1.

A. The Data Extension must be in an Attribute Group.
B. The Data Extension must be in a Population.
C. The Data Extension must be sendable.

D. The Data Extension must be created in Email Studio.

Answer: B

NEW QUESTION 102

A customer wants to export send data to their SFTP. Which two automations would accomplish this? Choose 2

A. Tracking Extract
B. Tracking Extract > File Transfer
C. Query (Data Views) > Data Extension Extract > File Transfer
D. Query (Data Views) > File Transfer

Answer: BC

NEW QUESTION 103

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