

Salesforce

Exam Questions Marketing-Cloud-Developer

Salesforce Certified Marketing Cloud Developer (SP20)



NEW QUESTION 1

A data extension contains two fields which are being populated by a query activity. A third field has recently been added to the data extension. Which SELECT statement is optimal for returning all of the columns in the data extension?

- A. SELECT field*
- B. SELECT *, field1, field2, field3
- C. SELECT*
- D. SELECT 22SE, field2, field3

Answer: D

NEW QUESTION 2

A developer initiated a batch delete of Contacts in Contact Builder due to an import error during implementation. There are over two million records that need to be deleted.

Which two factors should be considered when batch deleting large volumes of contacts? Choose 2 answers

- A. Up to one million records can be deleted in each batch.
- B. To more quickly remove contact information, use the suppression period length of 14.
- C. The deletion process supersedes other automated account activities.
- D. The suppression status does not show for individual contacts until the entire batch processes.

Answer: CD

NEW QUESTION 3

A developer needs to add From Addresses to Marketing Cloud and wants to ensure they are verified before being used for sending.

Which two routes would allow this? Choose 2 answers

- A. POST /messaging/v1/domainverification
- B. POST /messaging/v1/domainverification/bulk/insert
- C. POST /messaging/v1/dataevents/domainverification
- D. POST/messaging/v1/push/domain/verification

Answer: AC

NEW QUESTION 4

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 5

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.GetTValue ("@subKey") ;
- C. Variable.SetValue("subKey", "Value");
- D. Var.Retrieve("@subKey");

Answer: B

NEW QUESTION 6

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 7

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 8

A developer wants to configure an automation to import files placed on the SFTP shared by a customer's data vendor. The automation will start when a file matching a specific naming pattern is encountered in the Import folder. The first step of the automation is a File Import Activity referencing a substitution string for the matching file. Which substitution string represents the name of the file?

- A. %%FILENAME%%
- B. %%TRIGGER_FILENAME%%
- C. %%FILENAME_FROM_TRIGGER%%
- D. %%FILENAME_FROM_IMPORT%%

Answer: C

NEW QUESTION 9

A developer needs to create a fully-branded CloudPage which includes images hosted in Content Builder. The developer wants to secure the page and its elements using the SSL protocol.

What is the minimum number of SSL certificates required?

- A. Three
- B. Two
- C. None
- D. One

Answer: B

NEW QUESTION 10

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 10

Northern Trail Outfitters (NTO) wants to prevent competitors from receiving a coupon email. They also want to capture email addresses of competitors who are included in the targeted audience.

Which feature could NTO use to prevent the coupon from being sent and report the email addresses skipped?

- A. Auto-Suppression list
- B. RaiseError AMPscript function
- C. Exclusion Script
- D. Try/Catch SSJS functions

Answer: C

NEW QUESTION 13

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 18

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. phonenumber
- C. emailaddress
- D. subscribers

Answer: A

NEW QUESTION 20

A developer identified duplicate contacts and wants to delete roughly 10 million subscribers using Contact Delete. How could the process be expedited?

- A. Change the Suppression value to a larger value
- B. Delete any unnecessary Sendable Data Extensions
- C. Manually delete subscribers in All Contacts
- D. Stop the current delete process and delete smaller groups

Answer: B

NEW QUESTION 24

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 28

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 30

Certification Aid wants to add records to a Data Extension using the SOAP API. Which object can be used for this? Choose 1.

- A. DataExtensionObject object
- B. Subscriber object
- C. Attribute object
- D. DataExtension object

Answer: A

NEW QUESTION 34

Which SSJS library can be used in email messages? Choose 1.

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

Answer: B

NEW QUESTION 37

A developer receives Error Code 5 when performing a SOAP API call. The error states: "Cannot Perform 'Post' on objects of type 'SentEvent'". What could be the issue?

- A. SOAP does not support POST; use REST
- B. The authentication token has expired.
- C. It may be a temporary network issue.
- D. 'SentEvent' is not able to be updated using SOAP.

Answer: D

NEW QUESTION 38

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

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

Answer: BC

NEW QUESTION 41

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 42

A developer receives a request to integrate Marketing Cloud with a lead capture tool. The lead capture tool will call the Marketing Cloud API to create a data extension every time a new lead form is published. The created data extension's name should match the name of the form exactly. Which API feature could the developer use to dynamically create these data extensions?

- A. SOAP API using Create Method and the DataExtension Object
- B. REST API using POST on the /interaction/v1/EventDefinitions endpoint with Schema populated
- C. REST API using POST on the /data/v1/customobjectdata/ endpoint
- D. Creating the data extension using API is not possible

Answer: A

NEW QUESTION 43

A developer wants to include a comment within an AMPscript code block for the benefit of other developers who will be reviewing the code. Which syntax should the developer use?

- A. < !- This is a comment
- B. // This is a comment
- C. -- This is a comment
- D. /" This is a comment */

Answer: D

NEW QUESTION 44

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 45

In which three ways should a developer optimize a query activity if it is currently timing out? Choose 3

- A. Use intrinsic functions in the WHERE clause
- B. Use SELECT * to include all fields
- C. Use Primary key(s) on fields used in joins
- D. Use intermediate tables to stage data
- E. Only update records that have changed since last execution

Answer: CDE

NEW QUESTION 46

When appending data to links via Web Analytics Connector, which parameter should be used to track subscriber behavior?

- A. Email Address
- B. Contact Key
- C. Subscriber Key
- D. Subscriber ID

Answer: D

NEW QUESTION 50

A developer is creating a custom preference center and wants to log unsubscribe events from the CloudPage. Which set of parameters should be captured and provided to the LongUnsubEvent Execute Call to ensure accurate unsubscribe information?

- A. SubscriberKey and JobID
- B. SubscriberID and BatchID
- C. EmailAddress and JobID
- D. SubscriberKey and BatchID

Answer: A

NEW QUESTION 55

A developer wants to build out a series of CloudPages that will interact with several REST APIs. Which Marketing Cloud supported scripting tool should be used?

- A. AMPscript
- B. GTL
- C. SSJS

Answer: C

NEW QUESTION 56

NTO uses data extensions to manage the subscriber information used for their email sends, and those sends includes calls to update records with new or different subscriber information. The developer handling these records writes some AMPscript to check and see if the data extension containing those records updated using an InsertDE() call if the record doesn't yet exist. Why would the developer receive an error stating the application cannot insert a duplicate value for the primary key in the data extension?

- A. The InsertDE function will always insert two rows into a data extension as part of the call
- B. The InsertDE function cannot be used with name and value pairs
- C. The InsertDE function comes after the system added the row as part of the email send
- D. The InsertDE function cannot be used at send time

Answer: C

NEW QUESTION 58

A developer needs to configure a process that can store encrypted data from Marketing Cloud as a file on an external server. What steps should the developer take?

- A. Data Extract > File Transfer with Marketing Cloud Public Key
- B. Create PGP Key > Data Extract > File Transfer with PGP checked
- C. Shield Platform Encryption is required for encrypted data export
- D. Data from Marketing Cloud cannot be encrypted

Answer: B

NEW QUESTION 63

A developer wants CloudPages to work with a REST API returning data in JavaScript Object Notation. The developer wants to efficiently ingest the data and write it to a data extension. Which function should be used?

- A. Server-Side JavaScript function Stringify
- B. Server-Side JavaScript function ParseJSON
- C. AMPscript function BuildRowsetFromXML
- D. AMPscript function BuildRowsetFromString

Answer: A

NEW QUESTION 64

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 66

A developer needs to use the 'contacts/' route of the REST API to update records in a data extension. What should the developer verify before making the API call?

- A. Each contact should already exist in All Subscribers.
- B. Journey Builder should be configured to use the data extension.
- C. Contact Key should be equal to Subscriber Key in the underlying data extensions to ensure proper joining.
- D. The data extension should be linked in an Attribute Group in Contact Builder.

Answer: D

NEW QUESTION 69

A developer identified duplicate contacts and initiated a Contact Delete process for 10 million subscribers. How could the process be expedited?

- A. Change the Suppression value to a larger value
- B. Manually delete subscribers in All Contacts
- C. Stop current delete process and delete smaller groups
- D. Delete any unnecessary Sendable Data Extensions

Answer: D

NEW QUESTION 73

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?

- A. Enjoy 10% off today
- B. Enjoy 15% off today
- C. Enjoy 20% off today

Answer: C

NEW QUESTION 77

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 can be created in Attribute Groups within Contact Builder? Choose 2.

- A. Data Extensions
- B. Relationships
- C. Populations
- D. Attribute Groups

Answer: AB

NEW QUESTION 82

A marketer from Cloud Kicks wants to make sure no email from their welcome journey gets sent to their competitor at Rainbow Run. Which two best practices should the developer use when setting up the Send Email Activity in the welcome journey? Choose 2 answers

- A. Create a Filter Activity In the journey that removes the Rainbow Run domain
- B. Create a Suppression List with all possible email addresses from Rainbow Run
- C. Create a data extension with the Rainbow Run domain for use with a Domain Exclusion
- D. Create an Exclusion Script with the Rainbow Run domain for use In the activity

Answer: BD

NEW QUESTION 83

A developer started a Contact Delete process that is now complete. In which two places would the Contact Delete process remove data? Choose 2 answers

- A. Non-Sendable Data Extensions
- B. Import Files on the Enhanced SFTP
- C. Sendable Data Extensions
- D. Mobile Lists

Answer: CD

NEW QUESTION 88

A developer is making an API REST call to trigger an email send. An access token is used to authenticate the call. How long are Marketing Cloud v1 access tokens valid?

- A. Access tokens expire after 24 hours.
- B. REST calls do not require an access token.
- C. Each API call requires a new access token.
- D. Access tokens expire after one hour.

Answer: A

NEW QUESTION 91

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 96

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 99

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 104

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 105

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 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 111

A developer is building a landing page in Marketing Cloud and an email with a Call-To page will display personal information about the subscriber.

In which way could the developer create the CTA link?

- A. Use the AMPscript CloudPagesURL function.
- B. Append EmailAddress to the URL as an encoded parameter.
- C. Append SubscnberKey to the URL as an encoded parameter.

Answer: A

NEW QUESTION 116

Northern Trails Outfitters is using REST API to send emails to customers after a purchase. Which considerations should be taken regarding the token used in the API Call?

- A. Make a token API call and re-use the token until the next API call fails.
- B. Make a token API call before each triggered send API call.

- C. Make a token API call and re-use the token for that subscriber.
- D. Make a token API call and re-use the token until the token expires.

Answer: D

NEW QUESTION 117

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 122

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 126

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