Salesforce.Pre.Marketing Cloud Developer.50q - DEMO

<u>Number</u>: Salesforce
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<u>Time Limit</u>: 120 min

VCEûp

Exam Code: Salesforce Certified Marketing Cloud Developer
Exam Name: Salesforce Certified Marketing Cloud Developer
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QUESTION 1
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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 2
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

A. _Subscribers
B. _Subscribers
C. _AllSubscribers
D. _Click

Correct Answer: AB
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 3
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

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 4
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

Correct Answer: D
Section: (none)

Explanation

Explanation/Reference:
Explanation:

QUESTION 5
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

A. Wrap the variable in a RedirectTo function
B. Ensure the Conversion attribute is 'true'
C. Wrap the variable in a v function
D. Include a variable for the Alias attribute

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 6
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

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 7
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>

Correct Answer: AC
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 8
How can subscriber, system, and sendable Data Extension attributes be referenced for content personalization using SSJS? Choose 1.

A. <ctrl:field name="attributeName" />
B. <field name="attributeName" />
C. <ctrl:attribute name="attributeName" />
D. <ctrl:var name="attributeName" />

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 9
How can SSJS variables be referenced for content personalization? Choose 1.

A. <ctrl:eval>variableName</ctrl:eval>
B. <ctrl:var name="variableName" />
C. <ctrl:field name="variableName" />
D. <ctrl:eval name="variableName" />

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 10
A developer needs to push real-time updates of the company's product catalog to a data extension.
Which two API options are available? Choose 2 answers

A. Use the DataExtensionObject SOAP object
B. Use the /hub/vl/aataevents REST route
C. Use the DataExtension SOAP object
D. Upload a file to the Enhanced SFTP for import

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 11
From which business unit could the Contact Delete feature be used within an Enterprise 2.0 account?

A. Any business unit
B. The Parent account
C. Only in Agency accounts
D. The business unit where the contact was introduced

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 12
Which two ways would a developer write an Exclusion Script to exclude sending an email at send time when comparing against a Boolean field in the Sendable Data Extension?
Choose 2 answers

A. %%SendBoo1%%

B. %%SendBoo1 < 1
C. %%=Lookup ('Excluded' , SendBoo1'. Subscribekey'. _Subscribekey) =%%
D. %%=Lookup ('Excluded' , SendBoo1'. _Subscribekey'. _Subscribekey) =%%

Correct Answer: BC
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 13
NTO puts the word TEST at the beginning of the name for each test emai. 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%'

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 14
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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 15
NTO is using an asynchronous SOAP API call to the TriggerSend object to send order confirmation email to their customers. Which API object and attribute should be used to retrieve the status of the API call?

A. Result Object and EmailAddress
B. Result Object and ConservationID
C. ResultItem Object and OrderID
D. ResultItem Object and RequestID

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 16
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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 17
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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 18
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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 19
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

Correct Answer: BC
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 20
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',SubsciberKey,_SubscriberKey) >0
D. Rowcount (LookupRows('Exclude','SubscriberKey,_SubscriberKey) >1

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 21
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

Correct Answer: ABE
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 22
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.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 23
A marketer is troubleshooting why an email send's tracking information is not available in Sales Cloud. The marketer confirms Marketing Cloud Connect is installed properly. What should be confirmed next to continue troubleshooting the send's tracking information?

A. The audience was a Salesforce Data Extension containing the appropriate SFID
B. The email was sent to the All Subscribers list
C. The tracking destination folder was set to My Tracking
D. The audience was built using a Triggered Send Data Extension template

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 24
A developer needs to configure an Email Send Logging Data Extension for a new business unit. Which option should be used?

A. Create and ensure it has the name "Send Log"
B. Salesforce Support should create the data extension
C. Create from a copy of an existing Send Log in another business unit
D. Create using the SendLog Data Extension Template

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 25
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

Correct Answer: CD
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 26
In which three ways should a developer optimize a query activity if it is currently timing out? Choose 3

A. Use intrisic 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

Correct Answer: CDE
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 27
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

Correct Answer: A

Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 28
NTO is using a mobile campaign to collect an 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 TriggerSend object? Choose 2

A. Attribute
B. TriggerSendDefinition
C. Contact
D. Subscribers

Correct Answer: AC
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 29
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

A. Set credentials as environment variables in the application platform
B. Pass credentials in URL parameters over HTTPS
C. Set credentials as variables in application source code
D. Store credentials in a key management system (KMS)

Correct Answer: AD
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 30
How many month of data can a developer query from the tracking data views (_Sent, _Open, _Click)?

A. Six Months
B. One Month
C. 12 Months
D. There is no limit

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 31
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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 32
A developer receives a 401 Unathorized HTTP status message from a REST API request. What is thereason 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.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 33
A developer wants to upload a base64-encoded file to Content Builder using an API Installed Package but receives an insufficient Privileges error. What should the developer check to troubleshoot the error?

A. Validate Client Id and Client Secret are correct
B. Verify the Asset Type Id matches the Asset Type Name
C. Confirm the REST Base URI uses the correct subdomain
D. Confirm the Component's Channel options are available

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 34
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')=%%

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 35
How often should a developer request a new token when making multiple API calls in v1?

A. When changing routes/objects

B. Before every new call

C. Once an hour

D. Every 15 minutes

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 36
A developer wants to use the RaiseError Ampscript function when a subscriber does not have the necessary data to build an email. Which two outcomes are possible using this function? Choose 2 answer

A. The send fails

B. The email is not sent to the particular subscriber

C. An error message is sent to the From Address used in the email

D. The send is retried

Correct Answer: AB
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 37
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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 38
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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 39
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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 40
A developer wants to create an HTML table where rows will alternate background colors between white and red. The developer does not know how many rows will be sent within each email, and decides to use a loop and assigns the RowCount() of the table rows to the variable @numerator.
What is the recommended AMPscript logic to determine the background color of each table row within the loop?

A. %%[IF DIVIDE(@numerator,2) =1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
B. %%[IF SUBSTRING(DIVIDE(@numerator,2),1) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
C. %%[IF @numerator/2 = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
D. %%[IF MOD(@numerator,2) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 41
A developer wants to design a custom subscription center in CloudPages. The developer prefers to code in AMPscript, but is also skilled in Server-Side JavaScript. While the developer is confident their code is of high quality, they would still like to handle unexpected errors gracefully to ensure the best user experience. Which feature should handle this scenario?

A. Wrapping the code in a Server-Side JavaScript Try/Catch block
B. Using RaiseError AMPscript function when an error occurs
C. Marketing Cloud automatically handles any error scenario that may occur
D. Wrapping the code in a AMPscript HandleError block

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 42
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 substion string for the matching file. Which substituon string represents the name of the file?

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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 43
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

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 44
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

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 45
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.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 46
Certification Aid sends an email to a newly imported List with Subscribers who have no associated Subscriber Key. Which value will become the Contact Key? Choose 1.

A. Contact ID
B. Email address
C. Subscriber ID

D. Unique random number

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

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 (e.g. OCT26). How should the filename pattern be defined? Choose 2.

A. %%Month%%%%Day%%
B. %%MMDD%%
C. Ends With operator
D. Begins With operator

Correct Answer: AD
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 48
Which of the following is a valid comment within an AMPscript code block? Choose 1.

A. --comment
B. // comment
C. - comment -->
D. /* comment */

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 49
Which programming language should be used in email messages? Choose 1.

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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 50
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.

A. To decrypt the import file on the Enhanced FTP server.

B. To move the import file from the Safehouse to Marketing Cloud.

C. To decrypt the import file on the Safehouse.

D. To move the import file from the Enhanced FTP server to the Safehouse

Correct Answer: BC
Section: (none)
Explanation

Explanation/Reference:
Explanation: