

Exam Questions Marketing-Cloud-Developer

Salesforce Certified Marketing Cloud Developer (SP20)

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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 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 3

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

Answer: D

NEW QUESTION 4

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 5

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 6

Which AMPscript function group could most negatively Impact send processing?

- A. String functions
- B. Data extension functions
- C. Date Time
- D. Math functions

Answer: B

NEW QUESTION 7

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 8

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 9

A developer wants to use the Marketing Cloud SOAP API to retrieve which subscribers were sent a particular email. Which SOAP API object should be used?

- A. Send
- B. ListSend
- C. SentEvent
- D. LinkSend

Answer: C

NEW QUESTION 10

Customer data has been imported into a staging data extension and needs to be normalized before adding into the master data extension. A text field named 'birthday' contains date values in various formats. Some of the values are valid dates, but some are not. Which SQL keywords and functions could be used to write the query" Choose 2 answers

- A. CASE, ISDATE, CONVERT
- B. WHERE, ISDATE, CONVERT
- C. CASE, ISDATE, CAST
- D. UPDATE, ISDATE, CONVERT

Answer: AC

NEW QUESTION 10

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

Answer: AB

NEW QUESTION 12

A developer receives a request for tracking data for alt sends associated with a specific JobID. The developer needs to see Sends, Opens, Clicks, and Bounces. Which two activities could the developer use? Choose 2 answers

- A. Tracking Extract Activity
- B. Server-Side JavaScript Activity
- C. Campaign Data Extract
- D. SQL Query Activity

Answer: AD

NEW QUESTION 16

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 18

A developer wants to create a complex dynamic email with three different sections and four different possible content blocks In each section. The email will be sent to an audience of over one million contacts. Which best practice should the developer use to ensure a blank email will not be sent?

- A. Send a test of every possible version using Test Send
- B. Review every possible version using Subscriber Preview

- C. Create separate emails for each version
- D. Confirm every version has default content

Answer: D

NEW QUESTION 21

A developer wants to populate a data extension with information about all emails deployed in the last seven days. The data extension needs to contain JobID, EventDate, and the counts of how many emails were sent with each JobID. Which data view is required to gather this information?

- A. Job
- B. Sent
- C. Journey
- D. Subscribers

Answer: B

NEW QUESTION 26

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 27

Certification Aid wants to implement a custom profile center using SOAP API. Which SOAP API methods are relevant to achieve this? Choose 2.

- A. Extract
- B. Describe
- C. Update
- D. Configure

Answer: BC

NEW QUESTION 30

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 31

A developer wants to populate a data extension with the date of the most recent click for each subscriber. Which query would accomplish this?

- A. SELECT TOP 1 c.SubscriberKey, c.eventDate FROM _Click c ORDER BY c.eventDate DESC
- B. SELECT c.SubscriberKey, MIN (c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey
- C. SELECT c.SubscriberKey, MAX(c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey
- D. SELECT c.SubscriberKey, c.eventDate FROM _Click c WHERE c.IsUnique = 1

Answer: C

NEW QUESTION 36

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 39

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

Answer: A

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 45

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 49

A developer wants to retrieve all records in the OrderDetails data extension which are associated with a particular customer. Which two AMPscript functions would return a suitable rowset? Choose 2 answers

- A. LookupRows
- B. LookupOrderedRows
- C. Row
- D. Lookup

Answer: AB

NEW QUESTION 50

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 51

An UpdateDE AMPscript function is used to update a column value in a data extension row when an email is sent. The email is being sent to 250,000 subscribers, but the user decides to cancel the send during the sending process and only 400 emails are sent. How many subscriber rows would be affected by the UpdateDE function?

- A. No rows are updated
- B. All 250,000 subscribers
- C. 400 subscribers who were sent the email
- D. Only subscribers who exist in All Subscribers

Answer: C

NEW QUESTION 56

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 57

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 unsubscribed from _Subscribers within the Parent business unit
- D. Query status from _ListSubscribers within the Parent business unit

Answer: B

NEW QUESTION 62

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 65

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" />

Answer: A

NEW QUESTION 68

A developer is leveraging the SOAP API to dynamically display Profile and Preference Attributes in a custom profile center. Which method could be used to support the dynamic functionality?

- A. Describe
- B. Extract
- C. Perform
- D. Configure

Answer: B

NEW QUESTION 69

The Contact Delete feature can be used within an Enterprise 2.0 account from which business unit?

- A. Only in Agency accounts
- B. The Parent account
- C. Any business unit
- D. The business unit where the contact was introduced
- E. None of these

Answer: D

NEW QUESTION 74

Northtrn 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 78

A developer wants to implement a newsletter registration form on NTO's website. Prior to form submission, an email address provided by the visitor should be validated. Which option could be used to support this scenario?

- A. REST API, /address/v1/validateEmail route
- B. SOAP API, Perform method with ValidationAction object
- C. SOAP API, Describe method with EmailAddress object
- D. REST API, /messaging/v1/domainverification route

Answer: A

NEW QUESTION 81

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/v1/aataevents REST route
- C. Use the DataExtension SOAP object
- D. Upload a file to the Enhanced SFTP for import

Answer: A

NEW QUESTION 82

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 85

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 90

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 92

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 97

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