



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 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 3

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 4

A developer is using the legacy endpoint www.exacttargetapis.com and has been asked to switch to Tenant Specific Endpoints (TSEs). What is a benefit of switching to TSEs?

- A. A longer lasting OAuth token
- B. API calls will no longer fail
- C. Gain access to TSE-specific REST routes
- D. Improved API performance

Answer: D

NEW QUESTION 5

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 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 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

Answer: A

NEW QUESTION 8

NTO wants use Personally Identifiable Information (PII) data to personalize email communications, but does not want to store PII data in Marketing Cloud. Which feature could they use to personalize emails from an external data source?

- A. External Objects
- B. Tokenized Sending
- C. Salesforce Shield
- D. Single Sign-On

Answer: B

NEW QUESTION 9

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 10

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 10

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 13

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 17

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 22

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 25

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 30

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 34

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 37

A developer needs to write AMPscript to ensure the expiration date on a coupon is the last day of the month. What would produce the desired result?

- A. Find the first day of next month and subtract one day
- B. Use the date format string for last day of month within FormatDate
- C. Add one month using DateAdd to now
- D. Add 30 days using DateAdd to now

Answer: A

NEW QUESTION 39

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)

Answer: AD

NEW QUESTION 42

Which activity is required before a compressed file can be imported?

- A. Import File
- B. Data Extract
- C. Decompress File
- D. File Transfer

Answer: A

NEW QUESTION 44

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

Answer: B

NEW QUESTION 47

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 49

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 52

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 53

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 55

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 57

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 58

A developer wants to trigger an SMS message to a subscriber using a form published on CloudPages. How should the SMS message be triggered once the subscriber submits the form?

- A. Outbound SMS template and Automation Send Method
- B. InsertData AMPscript function to add the subscriber to a MobileConnect list
- C. CreateSMSConservation AMPscript function
- D. requestToken and messageContact REST API objects

Answer: D

NEW QUESTION 61

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 63

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 66

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 68

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 70

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 71

Northern Trail Outfitters (NTO) stores most of their customer data in Marketing Cloud. They do not mind their data being viewed in clear text within SFMC to users who have access, but they want to ensure the underlying database files are encrypted at rest in case the physical media is stolen. Which encryption method should NTO use?

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

Answer: D

NEW QUESTION 72

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 75

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 78

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 83

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 85

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 88

Certification Aid uses Marketing Cloud Connect and wants to create a lead capture form on a landing page. When a customer submits the form, a Lead record should be created in Salesforce. Which scripting language can be used for this? Choose 2.

- A. AMPscript to create Salesforce record, SSJS for form handling.
- B. SSJS to create Salesforce record, AMPscript for form handling.
- C. AMPscript for whole functionality.
- D. SSJS for whole functionality.

Answer: AC

NEW QUESTION 92

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. %%[IF(@level == 'premier') THEN 'Upgrade to premier now!' ELSE 'You are a premier member' ENDIF]%%

Answer: C

NEW QUESTION 94

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 96

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 100

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 subscriber.

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 103

A developer created an email with AMPscript variable as the subject line. The subject line variable was recently updated, but when testing the email, the wrong subject line continues to appear in the inbox. The developer thinks another, outdated, subject line variable is declared within the email. Where could the outdated variable be located?

- A. In the HTML body which is processed after the Text body
- B. In the Text body which is processed after the subject line
- C. In the Text body which is processed after the HTML body
- D. In the HTML body which is processed after the subject line

Answer: C

NEW QUESTION 108

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 113

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

Answer: BC

NEW QUESTION 118

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 121

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 122

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 125

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 field 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 128

A developer wants to expand their knowledge of Query Activities. They want to identify email addresses that have bounced in the last 30 days, along with the Bounce Reason and some additional subscriber specific data; however, the SQL they have written does not return any records. Below is the SQL statement:

```
SELECT s.EmailAddress, s.SubscriberKey, b.JobID, b.EventDate, b.SMTPBounceReason
FROM _Subscribers s JOIN _Bounce b ON s.EmailAddress = b.EmailAddress
WHERE b.EventDate > DateAdd(DAY, -30, GETDATE())
```

What updates should be made to ensure this SQL statement returns the desired results?

- A. Marketing Cloud does not allow DateAdd functions in Query Activities
- B. They should define a specific date.
- C. Marketing Cloud _Bounce data view does not contain EmailAddress
- D. They should join on SubscriberID.
- E. Marketing Cloud Data Views only hold 20 days worth of data
- F. They should narrow scope of DateAdd function.
- G. Marketing Cloud does not allow use of GETDATE function
- H. They should define a specific date.

Answer: B

NEW QUESTION 132

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 133

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 137

A developer wants to inject a Contact into a journey using API. What method and route would be used to accomplish this?

- A. Post / contacts/v1/contacts
- B. Post/v1hub/datevents/key:[key] /rows / {primaryKeys
- C. Post/ interaction/ v1/events
- D. Post/interaction/v1/interactions

Answer: C

NEW QUESTION 142

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) =%%

Answer: BC

NEW QUESTION 147

Northern Trails Outfitters (NTO) has a sendable data extension with 1,500,000 contact records they want to delete. Which step is required before deleting the contacts?

- A. Query the records into a new sendable data extension and delete it
- B. Navigate to Contact Builder and delete the data extension
- C. Divide the records in half and delete each resulting data extension
- D. Navigate to Email Studio and delete the data extension

Answer: C

NEW QUESTION 152

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 154

A sendable data extension with a text field named 'Balance' contains the value \$6.96 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 159

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 161

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 162

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 _ListSubscribers within the Parent business unit

Answer: B

NEW QUESTION 165

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 168

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 173

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 178

A developer needs to know how many records are contained in a particular data extension. This will dictate what is displayed on a landing page.
Which AMPscript function returns the number of rows in a specified data extension?

- A. LookupRowCount
- B. DataExtensionRowCount
- C. RowCount

Answer: C

NEW QUESTION 183

A developer wants to review the available properties for using the DataExtensionField SOAP API object. Where could the developer find this information

- A. Open the Object Inspector in the Salesforce Developer Console
- B. Developer Center at <https://developer.5salesforce.com>
- C. Contact Support and request the information

Answer: B

NEW QUESTION 188

Which AMPscript function returns the result of interpreted code within a code block and includes the result in the rendered content, where the code block is located?

- A. V
- B. Output
- C. TreatAsContentArea

Answer: C

NEW QUESTION 190

A developer is notified the View Email As Web Page (VAWP) link, when clicked, displays the message, The system is temporarily unavailable. We apologize for any inconvenience. Please try again later.

What could be a possible cause for the error

- A. The data in the data extensions used at the time of send was overwritten.
- B. The email used at the time of send was deleted, updated, or moved.
- C. The sender profile used at the time of send was overwritten.
- D. The data extension used at the time of send was moved to another folder.

Answer: A

NEW QUESTION 193

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 197

A developer wants to extract tracking data from the Market Activity in the user interface. Which option would be available to extract the data"?

- A. Automation Studio
- B. Journey Builder
- C. REST API

Answer: A

NEW QUESTION 199

A company has chosen to use the REST API for triggered sends, but they continue to get the following error during their testing: "Unable to queue Triggered Send request. There are no valid subscribers." They were informed that the SOAP API provides more information about the error, and found that their payload did not include a required data extension field.

Which element of the SOAP API response provides this level of detail?

- A. ErrorDescription
- B. OverallStatus
- C. ErrorCode

Answer: C

NEW QUESTION 203

A developer is troubleshooting why a parent-level data extension cannot be accessed by a child business unit. What should the developer check to validate the data available can be accessed for child business unit queries?

- A. The data extension is in the Shared Data Extensions folder and the query includes the EN
- B. prefix
- C. The data extension is in the Shared Items root folder and is accessible to the child business unit
- D. The data extension is in the Salesforce Data Extensions folder and is accessible to the child business unit
- E. The data extension is in the Synchronized Data Extensions folder and the query includes the EN
- F. prefix

Answer: A

NEW QUESTION 207

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 211

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 214

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 218

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 220

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 222

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 224

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 228

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 233

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