

Salesforce

Exam Questions Marketing-Cloud-Developer

Salesforce Certified Marketing Cloud Developer (SP20)



NEW QUESTION 1

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 2

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 3

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 4

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 5

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

Answer: AC

NEW QUESTION 6

Northrn Trail Outfitters has set up their North American business unit to unsubscribe at the business unit level. Which dataview would they query to identify all subscribers who are unsubscribed from that Business Unit?

- A. ListSubscribers
- B. ENT._Subscribers
- C. _BusinessUnitUnsubscribes
- D. .Subscribers

Answer: C

NEW QUESTION 7

Where can the SSJS Core library be used? Choose 2.

- A. SMS messages
- B. Marketing Cloud apps

- C. Landing pages
- D. Email messages

Answer: BC

NEW QUESTION 8

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 9

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 10

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

Answer: D

NEW QUESTION 10

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 13

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

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

Answer: C

NEW QUESTION 18

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 22

A developer is creating a CloudPage which accepts secure parameters via an email link and will submit those parameters to another CloudPage for data upsert. The page currently captures an Appointment ID parameter passed into it and sets the value to the variable caapptId. The developer does NOT want the Appointment ID to be visible to anyone using the form.

What is the best method to ensure the parameters are passed successfully to the data upsert page?

- A. <input id="apptId" type="textare" value="%%«v(@>apptId)»%%" readonly>
- B. <form action="%%=MicrositeURL(123,,apptId',@apptId)a%%" method="post">
- C. <form action«"%%»CloudPagesURL(123,'apptId',@apptId)«%%" methods "post">
- D. <Input Id=MapptId" type="textare" value="%%«v(@apptId)«%%" hIdden>

Answer: C

NEW QUESTION 25

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 30

Northern Trail Outfitters has created subscriber attributes including AGE under Profile Manager within their Enterprise 2.0 account.

How would a developer retrieve subscribers over 30 years of age?

- A. The data cannot be retrieved with a query
- B. Create a filtered Group of subscribers with AGE more than 30
- C. Create a query that references the _Subscribers data view
- D. Create a query that references the _EnterpriseAttribute data view

Answer: B

NEW QUESTION 32

A developer needs to identify all subscribers who were sent Job ID 420 but did not click any links. Which SQL statement would produce the desired results?

- (A)

```
SELECT s.SubscriberKey
FROM _Sent s
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420
```
- (B)

```
SELECT s.SubscriberKey
FROM _Sent s
LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```
- (C)

```
SELECT s.SubscriberKey
FROM _Sent s
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```
- (D)

```
SELECT s.SubscriberKey
FROM _Sent s
LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420
```

- A. Option A
- B. Option B
- C. Option C
- D. Option D

Answer: C

NEW QUESTION 33

A developer is querying data from the _Bounce data view and storing it in a data extension. They have found that sometimes the fields SMTPBounceReason and SMTPCode exceed the 4000-character limits for each field as specified in the DE schema. After consulting with the original requestor, it was decided that they could simply store the first 4000 characters for each of those fields.

Which SQL function could be used for this purpose?

- A. RIGHT
- B. FIRST
- C. LEFT

Answer: C

NEW QUESTION 37

When do synchronous REST API calls to Marketing Cloud time out? Choose 2.

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

D. 240 seconds for non-tracking operations.

Answer: BC

NEW QUESTION 41

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

Answer: D

NEW QUESTION 44

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 46

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 49

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

- A. POST to /messaging/v1/email/messages/ with clientjd
- B. Request a token using the v1/requestToken endpoint
- C. Request a token using the v2/authorize endpoint
- D. POST to /messaging/v1 with clientjd and client_secret

Answer: B

NEW QUESTION 52

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 55

A developer wants to retrieve a row of data from a data extension using the SOAP API. Which API Object should be used for this call?

- A. DataExtensionField
- B. DataExtension
- C. DataExtensionObject
- D. Row

Answer: A

NEW QUESTION 59

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 63

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 65

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 69

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 71

Northern Trail Outfitters uses a number to uniquely identify contacts across different marketing channels. Which two actions should the developer take to ensure the contacts relate across channels in Marketing Cloud when working with the data model? Choose 2 answers

- A. store the numeric unique identifier value as a Text data type In data extensions.
- B. Link the numeric field value to the Contact ID in Attribute Groups in Contact Builder.
- C. Use a unique identifier spec fie to each channel and automatically connect then-..
- D. Create Attribute Groups linking the unique identifier to the Contact for each channel.

Answer: AB

NEW QUESTION 76

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 80

NTO wants to trigger a receipt email via the SOAP API whenever a customer makes a purchase. Their developer wrote the call using the TriggerSendDefinition object and the Create method, but no emails have been sent during his initial testing. Which object and method should the developer use?

- A. TriggerSend object and Update method
- B. TriggerSend object and Create method
- C. TriggerSendDefinition object and Execute method
- D. TriggerSendDefinition object and Update method

Answer: B

NEW QUESTION 83

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.

Answer: A

NEW QUESTION 88

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 93

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 98

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 100

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 103

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 107

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 112

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

Answer: C

NEW QUESTION 113

A developer is troubleshooting why an API client Id and client_secret are authenticating yet failing to access data from a child business unit. What should be checked to validate the installed package can access the child business unit data?

- A. The Installed Package has full Enterprise access to all available child business units
- B. The Installed Package has access to the selected child business unit
- C. The account id and parent MID are included in the authorization call

Answer: B

NEW QUESTION 115

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 119

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 123

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 124

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 125

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 128

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 133

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

Answer: B

NEW QUESTION 136

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 137

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 139

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 144

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 146

A developer needs to determine why a Query Activity in an Automation has failed. Which three scenarios could have caused this? Choose 3 answers

- A. The query takes more than 60 minutes to run.
- B. The query is returning more than one million rows.
- C. The query results in duplicate rows not allowed by the primary key.
- D. The query is not returning a value for a non-nullable field.
- E. The query is inserting a value that is larger than the size of a field.

Answer: ADE

NEW QUESTION 151

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 154

A developer built a complex dynamic email with many data variants. Rather than create test data manually, they want to use a subset of live data to validate the dynamic aspects of the email.

Which SQL function should be used to collect a representative sample from a larger data set?

- A. HAVING
- B. OVER
- C. NTILE

Answer: B

NEW QUESTION 158

New subscribers at Northern Trail Outfitters (NTO) are added to a data extension. NTO would like to send these subscribers a welcome series with Journey Builder.

What would allow the data extension to be selected for journey entry?

- A. At least one Campaign must be associated to the data extension.
- B. The Triggered Send Template must be used to create the data extension.
- C. The data extension must be configured for sending.
- D. The data extension must contain a field of the EmailAddress data type.

Answer: C

NEW QUESTION 163

Which encryption methods are supported in file imports? Choose 2.

- A. PGP
- B. GPG
- C. AES
- D. SSH

Answer: AB

NEW QUESTION 168

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

Answer: C

NEW QUESTION 171

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 175

Northern Trail Outfitters (NTO) wants to determine the best identifier for subscribers across all channels. What should be recommended?

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

Answer: A

NEW QUESTION 177

A developer wants to create a CloudPage which is linked from an email. `%%[SET @point = RequestParameter(x) SET @value = 5 IF Length(@point) > 1 THEN SET @value = 1 ELSEIF Length(@point)>2 THEN SET @value = 2 ELSEIF Length(@point) >3 THEN SET @value = 3 ELSEIF Length(@point) >4 THEN SET @value = 4 ENDIF]%%` Which is the expected value of @value if x = 'Tacos'?

- A. 3
- B. 1
- C. 5
- D. 4

Answer: B

NEW QUESTION 181

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

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

Answer: CD

NEW QUESTION 185

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

Northern 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 191

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 194

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 196

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 197

A doctor's office creates Populations for staff, patients and vendors. What is the maximum number of Populations that should be created to ensure performance?

- A. Five
- B. Three
- C. Unlimited
- D. One

Answer: B

NEW QUESTION 202

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 206

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 211

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

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

Answer: D

NEW QUESTION 215

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 217

A developer wants to build an email that dynamically populates the physical address of a company's locations using the variable @address. The deployment goes to millions of subscribers and the developer wants the fastest possible performance. Which AMPscript solution should be recommended?

- A. %%[SET @address = field(Lookup("Building_Locations"/ "Address", "Id", @Id), "Address")]%%
- B. %% [SET @address = field(Row(LookupRows("Building_Locations", "Address", "Id"), 1), "Address")]%%
- C. %%; SET @address = LookupRows("Building_Locations", "Address", "Id")]%%
- D. %: SET @address = Lookup("Building_locations", Address, "id"@id)] %%

Answer: A

NEW QUESTION 221

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

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

Answer: A

NEW QUESTION 226

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 231

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 232

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 Flow' option
- D. Select the 'Admin-approved users are pre-authorized' option under Permitted Users.

Answer: A

NEW QUESTION 235

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