

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

Answer: B

NEW QUESTION 3

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 4

Certification Aid wants to trigger and email send in Marketing Cloud when a purchase is made on their website. Which API should be used for this? Choose 2.

- A. Subscriber API
- B. Email API
- C. REST API
- D. SOAP API

Answer: CD

NEW QUESTION 5

A developer is configuring a new Marketing Cloud account and has decided to use a unique 10-digit integer as each customer's Contact Key. Which data type should be used when representing the value of Contact Key?

- A. Number
- B. Decimal
- C. Text

Answer: C

NEW QUESTION 6

A developer wants to add an image to Content Builder via the API and retrieve the image's published URL. Which method should the developer use?

- A. GET using the REST API/asset/v1/content/assets and parse the FileProperties parameter
- B. Use the SOAP API to create a Porfoglio object and idenfity the Source property
- C. POST to the REST API/asset/v1/content/categories and parse the Description parameter
- D. POST to the REST API/asset/v1/content/assets and parse the FileProperties parameter

Answer: A

NEW QUESTION 7

NTO uses an external CRM which only exports encrypted files. NTO's marketing manager team wants to use some of the subscriber data found in the CRM for future marketing sends. Which three actions should be included in an automation given these requirements? Choose 3

- A. Import definition to the necessary data extension
- B. File transfer activity to the Import directory for decryption
- C. File drop to the SFTP Root directory
- D. File drop to the SFTP Import directory
- E. File transfer activity to the Safehouse for decryption

Answer: ADE

NEW QUESTION 8

A 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 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 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="textarea" 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="textarea" value="%%«v(@apptId)«%%" hldden>

Answer: C

NEW QUESTION 10

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 substituton string represents the name of the file?

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

Answer: C

NEW QUESTION 12

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

In what order is AMPscript evaluated before an email is sent?

- A. Subject Line, HTML Body, Text Body
- B. HTML Body, Text Body, Subject Line
- C. Text Body, HTML Body, Subject Line
- D. HTML Body, Text Body, Text Body

Answer: B

NEW QUESTION 21

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 24

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 29

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 34

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 35

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 36

Which statements are true regarding the Marketing Cloud SOAP API? Choose 2.

- A. More than 2000 SOAP calls can be performed per minute.
- B. Most SOAP calls can be synchronous or asynchronous.
- C. Uses XML in request and response body.
- D. Uses JSON in request and response body.

Answer: BC

NEW QUESTION 38

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 39

A developer wants to build an audience by identifying subscribers who opened a specific email. Which query should the developer use?

- A. SELECT * FROM _Open WHERE ListID = '1234'
- B. SELECT * FROM _Open WHERE JobID = "1234"
- C. SELECT SubscriberID FROM _Open WHERE JobID = "1234"

D. SELECT SubscriberKey FROM _Open WHERE JobID = '1234'

Answer: D

NEW QUESTION 41

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 46

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 51

A developer is troubleshooting the cause of incomplete results in the link tracking data for an email send. How should the RedirectTo AMPscript function be described as it relates to link tracking?

- A. It ensures link href values containing AMPscript variables are recorded in tracking
- B. It ensures link href values containing HTML bookmarks or anchors are recorded in tracking
- C. It prevents link href values from getting recorded in tracking
- D. It ensures static link href values are recorded in tracking

Answer: A

NEW QUESTION 52

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 55

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 59

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

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

Answer: B

NEW QUESTION 63

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 65

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 file to each channel and automatically connect them..
- D. Create Attribute Groups linking the unique identifier to the Contact for each channel.

Answer: AB

NEW QUESTION 70

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 71

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 74

A company needs to retrieve a large number of rows from a DE via the API. Which two solutions would optimize the performance? Choose 2

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

Answer: BC

NEW QUESTION 75

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

Which API feature could the developer use to dynamically create these data extensions?

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

Answer: A

NEW QUESTION 76

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 80

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 82

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.InvokeRetrieve(); Platform.Function.Stringify(); Platform.Function.UpsertDE();
- D. Platform.Function.HTTPGe(); Platform.Function.Stringify(); Platform.Response.Write();

Answer: C

NEW QUESTION 85

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

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

Answer: A

NEW QUESTION 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 90

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 91

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 94

A developer is using the REST Authorization Service to obtain an OAuth access token. Which method should be used to include the access token in the API requests

- A. Include the header x-access-token: your_access_token
- B. Include as a query parameter access_token=YOUR_ACCESS_TOKEN
- C. Include the header Authorization: Basic your_access_token
- D. Include the header Authorization: Bearer YOUR ACCESS TOKEN

Answer: D

NEW QUESTION 95

A marketer is planning a weekly promotional send. Which two types of data extensions could be sent to? Choose 2 answers

- A. Synchronized Data Extension
- B. Sendable Data Extension
- C. Salesforce Data Extension
- D. Send Log Data Extension

Answer: AB

NEW QUESTION 96

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 101

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 105

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 107

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 112

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 RTRIM
- D. REPLICATE and NCHAR

Answer: A

NEW QUESTION 114

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 117

A company needs to retrieve a large number of rows from a data extension via the API. Which two solutions would optimize the performance? Choose 2 answers

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

Answer: BC

NEW QUESTION 119

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 122

What is the purpose of the IF statement below?

```
%%[  
SET @rows = LookupRows('DEName', 'SubscriberKey', _SubscriberKey)  
IF RowCount(@rows) > 0 THEN  
    SET @row = row(@rows)  
    SET @image = Field(@row, 'image')  
]%%  
  
%%[ ELSE ]%%  
  
%%[ ENDIF ]%%
```

- A. To handle when no row is returned by the LookupRows function
- B. To handle when the subscriber is in a held status
- C. To handle when images are broken
- D. To handle when there are multiple records in the data extension for the subscriber

Answer: D

NEW QUESTION 125

Northern Trail Outfitters' account is configured with two child BU(s): US and Global. The account has a data extension in the Shared Data Extensions folder named 'MemberData'. This data extension contains basic address information, as well as Boolean fields labeled 'US' and 'Global' indicating to which business unit the subscriber belongs. Automation needs to be created in the US business unit to query all records in New York who are members of the business unit US.
SELECT * FROM MemberData WHERE State = 'NY' AND US = 1

What would cause this query to report the following error: "An error occurred while checking the query syntax. Errors: MemberData is not a known data extension or system data view. You can only query existing data extensions or system data views."?

- A. Incorrect syntax; Query Activities are written in SOQL
- B. MemberData should be prefixed with ENT
- C. Query should check for a US value of True'
- D. Query Activities cannot use the " wildcard

Answer: B

NEW QUESTION 129

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 130

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 131

Certification Aid wants to automate the import of zipped files into a Data Extension. The zip files are placed on the Marketing Cloud Enhanced FTP server every night. Which activity is needed before those files can be imported? Choose 1.

- A. File Import activity
- B. Data Extract activity
- C. Data Extension Import activity
- D. File Transfer activity

Answer: D

NEW QUESTION 134

NTO had an Enterprise 2.0 account; subscribers unsubscribe 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 138

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 141

A marketer is sending an email with dynamic content contained in a series of conditionals. Which AMPscript function should be used to track the different versions of the content within the email?

- A. ContentArea
- B. BeginImpressionRegion
- C. ContentAreaByName
- D. ContentBlockName

Answer: B

NEW QUESTION 142

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 145

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 148

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 151

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 152

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 155

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 157

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 158

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 163

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 168

A developer wants to create a data model in Contact Builder.

Which two applications will be able to use this newly-created data model for segmentation? Choose 2 answers

- A. Email Studio
- B. Automation Studio
- C. Journey Builder
- D. Mobile Studio

Answer: AB

NEW QUESTION 173

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 175

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 176

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 179

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 180

A developer wants to create a Send Log Data Extension to increase efficiency with tracking email sends. Which two best practices should the developer remember when configuring the Send Log Data Extension?

Choose 2 answers

- A. Use Data Retention to limit the amount of data captured.
- B. Limit custom fields in the data extension to 10 or fewer.
- C. Create a number of fields equal to the fields in the source data extension.
- D. Maximize the field size to accommodate all incoming data.

Answer: AC

NEW QUESTION 183

A developer needs to import a file into a data extension which contains transactional data. The file includes a column labeled Purchase_Price with values varying from '\$.05' to '\$100'.

What Data Type should be used to prevent loss of data'

- A. Text

- B. Number
- C. Decimal(9,2)

Answer: A

NEW QUESTION 185

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 189

A developer wants to personalize a welcome email with the recipient's first name from the Customers data extension, which is different from the targeted sending data extension named NewSubscribers. Both data extensions contain the unique identifier in a field named CustomerKey. Which AMPscript Syntax would populate the first name personalization as requested?

- A. %%=Lookup('Customers', 'FirstName', 'ContactID', CustomerKey)=%%
- B. %%=Lookup('Customers', 'FirstName', 'CustomerKey', CustomerKey)=%%
- C. %%=Lookup('Customers', 'FirstName', 'CustomerKey', 'CustomerKey')=%%
- D. %%=Lookup('NewSubscribers', 'FirstName', 'ContactID', CustomerKey)=%%

Answer: B

NEW QUESTION 193

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 196

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