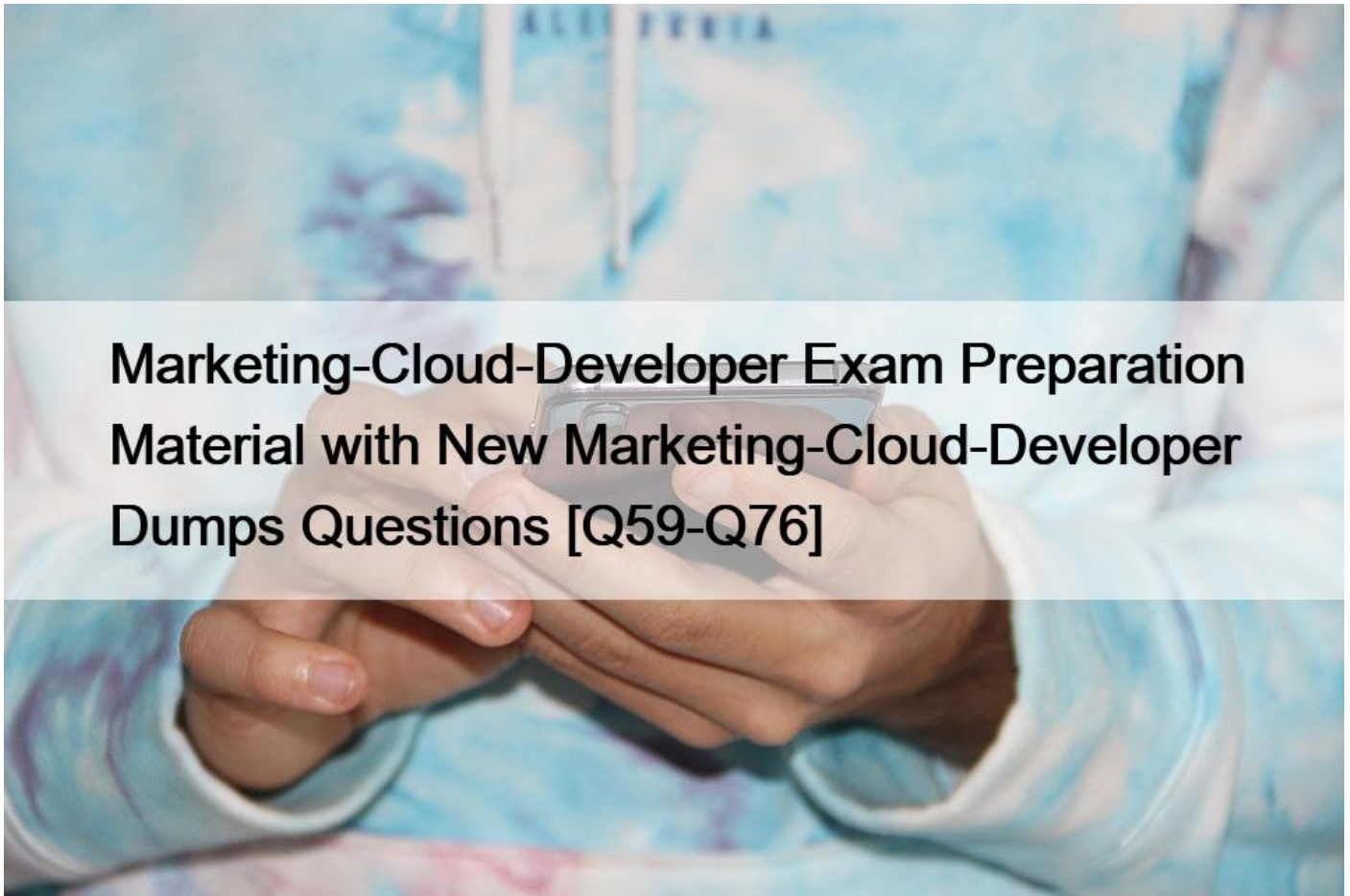


## Marketing-Cloud-Developer Exam Preparation Material with New Marketing-Cloud-Developer Dumps Questions [Q59-Q76]



Marketing-Cloud-Developer Exam Preparation Material with New Marketing-Cloud-Developer Dumps Questions  
Marketing-Cloud-Developer 2023 Training With 200 QA's

Salesforce Marketing-Cloud-Developer certification is an essential credential for professionals who specialize in marketing automation solutions using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Developer Exam certification validates your knowledge and skills in designing and implementing data-driven marketing campaigns, managing customer journeys, and executing marketing automation solutions. With the increasing demand for marketing automation professionals, the Marketing-Cloud-Developer certification can help you advance your career and achieve your professional goals.

### NEW QUESTION 59

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?

- \* Use the `messageDefinitionSend/key:(key)/deliveryRecords` REST endpoint with GET method
- \* The 202 response code indicates the message was sent successfully; no further action is required.

- \* Use the validateEmail REST resource with POST method to obtain the email delivery details from the request.
- \* Confirm the record was successfully inserted into the associated Triggered Send Data Extension.

### NEW QUESTION 60

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?

- \* Lookup (Exclude;EmailAddress;SubscriberKey;SubscriberKey)
- \* Lookup (Exclude;SubscriberKey;EmailAddress; emailddr\_)
- \* Rowcount (LookupRows(Exclude;SubscriberKey;SubscriberKey) >0)
- \* Rowcount (LookupRows(Exclude;SubscriberKey;SubscriberKey) >1)

### NEW QUESTION 61

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?

- \* The send permissions have been granted for the Client ID and Client Secret within Installed Packages.
- \* The email interaction has been started
- \* The automation permissions have been granted for the Client ID and ClientSecret within Installed Packages.
- \* The email interaction has been published.

### NEW QUESTION 62

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

- \* 6,961
- \* 6.96
- \* \$6.96
- \* 6.96

### NEW QUESTION 63

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

- \* SMS messages
- \* Marketing Cloud apps
- \* Landing pages
- \* Email messages

### NEW QUESTION 64

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?

- \* DataExtensionField
- \* DataExtension
- \* DataExtensionObject

\* Row

### NEW QUESTION 65

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?

- \* Use the AMPscript CloudPagesURL function.
- \* Append EmailAddress to the URL as an encoded parameter.
- \* Append SubscriberKey to the URL as an encoded parameter.

### NEW QUESTION 66

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

- \* Extract
- \* Describe
- \* Update
- \* Configure

### NEW QUESTION 67

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?

- \* Marketing Cloud does not allow DateAdd functions in Query Activities. They should define a specific date.
- \* Marketing Cloud \_Bounce data view does not contain EmailAddress. They should join on SubscriberID.
- \* Marketing Cloud Data Views only hold 20 days worth of data. They should narrow scope of DateAdd function.
- \* Marketing Cloud does not allow use of GETDATE function. They should define a specific date.

### NEW QUESTION 68

A developer wants CloudPages to work with a REST API returning data in JavaScript Object Notation. The developer wants to efficiently ingest the data and write it to a data extension.

Which function should be used?

- \* Server-Side JavaScript function Stringify
- \* Server-Side JavaScript function ParseJSON
- \* AMPscript function BuildRowsetFromXML
- \* AMPscript function BuildRowsetFromString

### NEW QUESTION 69

A developer receives a request for tracking data for all sends associated with a specific JobID. The developer needs to see Sends, Opens, Clicks, and Bounces.

Which two activities could the developer use? Choose 2 answers

- \* Tracking Extract Activity
- \* Server-Side JavaScript Activity
- \* Campaign Data Extract
- \* SQL Query Activity

### NEW QUESTION 70

A developer wants to configure performance tracking of the content dynamically created via AMPscript in an email. Which two steps should be performed to achieve this objective? Choose 2

- \* Request the Impression Tracking feature be enabled on the account
- \* Include the functions BeginImpressionRegion and EndImpressionRegion
- \* Configure dynamic content block in Content Builder
- \* Add a unique identifier in the HTML tags within the generated content

### NEW QUESTION 71

Northern Trail Outfitters (NTO) uses a numeric identifier for Subscriber Key. Customer data is stored in a data extension with the Subscriber Key set as a Primary Key.

Which step is required for NTO when creating relationships for this data extension in Data Designer?

- \* Link the Contact ID to the Subscriber Key when creating the relationship
- \* Use a one-to-one cardinality when creating the relationship
- \* Link the Contact Key to the Subscriber's email address when creating the relationship
- \* Set Subscriber Key as a text data type before linking the data extension to Contact Key

### NEW QUESTION 72

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?

- \* Three
- \* Two
- \* None
- \* One

### NEW QUESTION 73

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

- \* Use Data Retention to limit the amount of data captured.
- \* Limit custom fields in the data extension to 10 or fewer.
- \* Create a number of fields equal to the fields in the source data extension.

- \* Maximize the field size to accommodate all incoming data.

#### NEW QUESTION 74

- \* 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.
- \* AMPscript to create Salesforce record, SSJS for form handling.
- \* SSJS to create Salesforce record, AMPscript for form handling.
- \* AMPscript for whole functionality.
- \* SSJS for whole functionality.

#### NEW QUESTION 75

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

- \* `SELECT TOP 1 c.SubscriberKey, c.eventDate FROM _Click c ORDER BY c.eventDate DESC`
- \* `SELECT c.SubscriberKey, MIN (c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey`
- \* `SELECT c.SubscriberKey, MAX(c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey`
- \* `SELECT c.SubscriberKey, c.eventDate FROM _Click c WHERE c.IsUnique = 1`

#### NEW QUESTION 76

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?

- \* `Lookup ('Exclude','EmailAddress','SubscriberKey','SubscriberKey')`
- \* `Lookup ('Exclude','SubscriberKey','EmailAddress', emailddr_)`
- \* `Rowcount (LookupRows('Exclude','SubscriberKey','SubscriberKey') >0)`
- \* `Rowcount (LookupRows('Exclude','SubscriberKey','SubscriberKey') >1)`

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