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Exam Code: Salesforce Certified Marketing Cloud Developer
Exam Name: Salesforce Certified Marketing Cloud Developer



Exam A

QUESTION 1

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

Correct Answer: A

Section:

QUESTION 2

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 blank (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

Correct Answer: B

Section:

QUESTION 3

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.

Correct Answer: B

Section:

QUESTION 4

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



Correct Answer: D

Section:

QUESTION 5

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

Correct Answer: A, D, E

Section:

QUESTION 6

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

Correct Answer: B

Section:

QUESTION 7

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

Correct Answer: B

Section:

QUESTION 8

What can be created in Attribute Groups within Contact Builder? Choose 2.

- A. Data Extensions
- B. Relationships
- C. Populations
- D. Attribute Groups



Correct Answer: A, B

Section:

QUESTION 9

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

- A. SMS messages
- B. Marketing Cloud apps
- C. Landing pages
- D. Email messages

Correct Answer: B, C

Section:

QUESTION 10

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

Correct Answer: B

Section:



QUESTION 11

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')=%%

Correct Answer: B

Section:

QUESTION 12

A developer wants a link to be dynamic based on subscriber attributes. Rather than create numerous links, the developer uses AMPscript to set the link's value as a variable. The variable will be used within the <a> tag. What should the developer do within the <a> tag to ensure clicks are tracked for the variable? Choose 2

- A. Wrap the variable in a RedirectTo function
- B. Ensure the Conversion attribute is 'true'
- C. Wrap the variable in a v function
- D. Include a variable for the Alias attribute

Correct Answer: A

Section:

QUESTION 13

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

Correct Answer: A

Section:

QUESTION 14

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>`

Correct Answer: A, C

Section:

QUESTION 15

How can subscriber, system, and sendable Data Extension attributes be referenced for content personalization using SSJS? Choose 1.

- A. `<ctrl:field name="attributeName" />`
- B. `<field name="attributeName" />`
- C. `<ctrl:attribute name="attributeName" />`
- D. `<ctrl:var name="attributeName" />`

Correct Answer: A

Section:

QUESTION 16

How can SSJS variables be referenced for content personalization? Choose 1.

- A. `<ctrl:eval>variableName</ctrl:eval>`
- B. `<ctrl:var name="variableName" />`
- C. `<ctrl:field name="variableName" />`
- D. `<ctrl:eval name="variableName" />`

Correct Answer: B

Section:

QUESTION 17

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

Correct Answer: A

Section:

QUESTION 18

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

Correct Answer: B

Section:

QUESTION 19

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) =%%

Correct Answer: B, C

Section:

QUESTION 20

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 J.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%'

Correct Answer: C

Section:

QUESTION 21

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

Correct Answer: C

Section:

QUESTION 22

NTO is using an asynchronous SOAP API call to the TriggerSend object to send order confirmation email to their customers. Which API object and attribute should be used to retrieve the status of the API call?

- A. Result Object and EmailAddress
- B. Result Object and ConservationID
- C. ResultItem Object and OrderID
- D. ResultItem Object and RequestID

Correct Answer: D

Section:

QUESTION 23

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

Correct Answer: B

Section:

QUESTION 24

A developer want to email a subscriber who is currently being processed for a Contact Deletion request. When could the Contact be reintroduced after a Contact Delete operation has started?

- A. Never
- B. 14 days after deletion process is complete
- C. After deletion is fully complete
- D. Anytime

Correct Answer: C

Section:

QUESTION 25

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

Correct Answer: B

Section:

QUESTION 26

A company need 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

Correct Answer: B, C

Section:

QUESTION 27

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)

Correct Answer: C

Section:

QUESTION 28

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

Correct Answer: A, B, E

Section:

QUESTION 29

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.

Correct Answer: C

Section:

QUESTION 30

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

Correct Answer: A

Section:

QUESTION 31

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



Correct Answer: D

Section:

QUESTION 32

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

Correct Answer: C, D

Section:

QUESTION 33

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

Correct Answer: C, D, E

Section:

QUESTION 34

A developer created a landing page in CloudPages which return unique content when subscriber data is located on a related data extension. The developer does not know if all subscribers have rows in the related data extension, and want default content to render if no subscriber data is found on the related data extension. Which best practice should the developer follow to control the unique and default content?

- A. Use the RowCount function and an IF statement
- B. Use the Lookup, Row and Field functions
- C. Use the LookupOrderRows and Row functions
- D. Use the DataExtensionRowCount function

Correct Answer: A

Section:

QUESTION 35

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

Correct Answer: A, C

Section:

QUESTION 36

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)

Correct Answer: A, D

Section:

QUESTION 37

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

Correct Answer: D



Section:

QUESTION 38

A developer wants to use the RaiseError Ampscript function when a subscriber does not have the necessary data to build an email. Which two outcomes are possible using this function? Choose 2 answer

- A. The send fails
- B. The email is not sent to the particular subscriber
- C. An error message is sent to the From Address used in the email
- D. The send is retried

Correct Answer: A, B

Section:

QUESTION 39

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

Correct Answer: C

Section:



QUESTION 40

A developer wants to delete a batch of subscribers from Marketing Cloud. The developer performs a Contact Delete on a batch of records in a data extension in Contact Builder. Which scenario would cause subscriber records to remain in the data extension?

- A. Sendable data extension with SubscriberKey and EmailAddress fields
- B. Non-sendable data extension with SubscriberKey field
- C. Contact Delete process does not delete rows from data extensions
- D. Sendable data extension with SubscriberKey field

Correct Answer: B

Section:

QUESTION 41

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 unsubsciber from _Subscribers within the Parent business unit
- D. Query status from _ListSusbscribers within the Parent business unit

Correct Answer: B

Section:

QUESTION 42

A developer wants to create an HTML table where rows will alternate background colors between white and red. The developer does not know how many rows will be sent within each email, and decides to use a loop and assigns the RowCount() of the table rows to the variable @numerator.

What is the recommended AMPscript logic to determine the background color of each table row within the loop?

- A. %%[IF DIVIDE(@numerator,2) =1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- B. %%[IF SUBSTRING(DIVIDE(@numerator,2),1) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- C. %%[IF @numerator/2 = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- D. %%[IF MOD(@numerator,2) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%

Correct Answer: A

Section:

QUESTION 43

A developer wants to design a custom subscription center in CloudPages. The developer prefers to code in AMPscript, but is also skilled in Server-Side JavaScript. While the developer is confident their code is of high quality, they would still like to handle unexpected errors gracefully to ensure the best user experience. Which feature should handle this scenario?

- A. Wrapping the code in a Server-Side JavaScript Try/Catch block
- B. Using RaiseError AMPscript function when an error occurs
- C. Marketing Cloud automatically handles any error scenario that may occur
- D. Wrapping the code in a AMPscript HandleError block



Correct Answer: A

Section:

QUESTION 44

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 substitution string for the matching file. Which substitution string represents the name of the file?

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

Correct Answer: C

Section:

QUESTION 45

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

Correct Answer: A

Section:

QUESTION 46

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. phonenumber
- C. emailaddress
- D. subscribers

Correct Answer: A

Section:

QUESTION 47

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.

Correct Answer: A

Section:



QUESTION 48

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

Correct Answer: B

Section:

QUESTION 49

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 (e.g. OCT26). How should the filename pattern be defined? Choose 2.

- A. %%Month%%Day%%
- B. %%MMDD%%
- C. Ends With operator
- D. Begins With operator

Correct Answer: A, D

Section:

QUESTION 50

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

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

Correct Answer: D

Section:

QUESTION 51

Which of the following statements are correct concerning Populations in Contact Builder? Choose 2.

- A. Populations are used to create large subgroups Contacts.
- B. Populations need to be added to an Attribute Group.
- C. No more than three Populations should be created.
- D. Populations should be used for segmentation

Correct Answer: A, C

Section:

QUESTION 52

Which of the following statements are correct concerning Contacts and Subscribers? Choose 2.

- A. A Contact is subscribed to any channel.
- B. Each Contact is also a Subscriber.
- C. Each Subscriber is also a Contact.
- D. A Contact is subscribed to a specific channel.

Correct Answer: A, C

Section:

QUESTION 53

Landing pages can use which SSJS library? 1. Core Library 2. Platform Library 3. SSJS Library

- A. Only 1 and 3
- B. Only 1 and 2
- C. Only 2 and 3
- D. All 1, 2 and 3
- E. None of these

Correct Answer: B

Section:



QUESTION 54

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

Correct Answer: C

Section:

QUESTION 55

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.

Correct Answer: A, B

Section:

**QUESTION 56**

A developer is experiencing timeouts when testing a SQL Query Activity in Automation Studio. How should the developer optimize the query?

- A. Configure a longer timeout period within Administration in Automation Studio.
- B. Use intermediate tables to break queries into smaller parts.
- C. Ensure all SQL Query Activities are in the same step in the automation.
- D. Limit joins to the INNER JOIN within all SQL Query Activities.

Correct Answer: B

Section:

QUESTION 57

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

Correct Answer: A, C

Section:

QUESTION 58

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

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

Correct Answer: D

Section:

QUESTION 59

A developer, who is new to Marketing Cloud, needs to design a landing page for a new customer. They choose to use Server-Side JavaScript (SSJS) due to their extensive knowledge of JavaScript from previous projects. Which two features would the developer be able to leverage in their Server-Side code? Choose 2 answers

- A. Wrapping of AMPscript in SSJS code
- B. Direct modification of the DOM
- C. External Libraries to extend functionality
- D. Include Try/Catch blocks within the code

Correct Answer: C, D

Section:

QUESTION 60

Certification Aid wants to import data from a CSV file into a Data Extension. The CSV file contains all relevant data. New records should be added to the Data Extension, and records which are not in the file should be removed from the Data Extension. Which import operation should be chosen for this? Choose 1.

- A. Add only
- B. Overwrite
- C. Add and update
- D. Update only

Correct Answer: B

Section:

QUESTION 61

Certification Aid wants to trigger an 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



Correct Answer: C, D

Section:

QUESTION 62

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

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

Correct Answer: A, B

Section:

QUESTION 63

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

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

Correct Answer: B

Section:

QUESTION 64

Which SSJS library can be used in landing pages? Choose 1.

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

Correct Answer: C

Section:

QUESTION 65

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

Correct Answer: B

Section:



QUESTION 66

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.

Correct Answer: A

Section:

QUESTION 67

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

Correct Answer: D

Section:

QUESTION 68

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

Correct Answer: B

Section:

QUESTION 69

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 Log. then run reports from the Send Log data extension.



- B. Add a data retention policy to the Send Log. then run reports from the _Opens data view.
- C. Copy new Send Log records to an Archive data extension, then run reports from the Archive data extension.
- D. Copy new Send Log records to an Archive data extension, then run reports from the Send Log data extension.

Correct Answer: B

Section:

QUESTION 70

A developer wants to set a variable to use a field from a Sendable Data Extension.

Which two options could be used in an AMPscript block to set the variable as a 'First Name' field from a Sendable Data Extension used to send the email? Choose 2 answers

- A. SET @firstName = [First Name]
- B. SET @firstName = %%First Name%%
- C. SET @firstName = attributeValue ("First Name")
- D. SET @firstName = "First Name"]

Correct Answer: A, B

Section:

QUESTION 71

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");



Correct Answer: B

Section:

QUESTION 72

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'

- A. Link the Contact ID to the Subscriber Key when creating the relationship
- B. Use a one-to-one cardinality when creating the relationship
- C. Link the Contact Key to the Subscriber's email address when creating the relationship
- D. Set Subscriber Key as a text data type before linking the data extension to Contact Key

Correct Answer: A

Section:

QUESTION 73

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

Correct Answer: D

Section:

QUESTION 74

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

Correct Answer: C

Section:

QUESTION 75

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

Correct Answer: A

Section:

QUESTION 76

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

Correct Answer: B

Section:

QUESTION 77

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.

Correct Answer: A, C

Section:

QUESTION 78

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

Correct Answer: D

Section:

QUESTION 79

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

Correct Answer: C, D

Section:

QUESTION 80

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

Correct Answer: B

Section:

QUESTION 81

A developer wants CloudPages to work with a REST API returning data in JavaScript Object Notation.

The developer wants to efficiently ingest the data and write it to a data extension.

Which function should be used?



- A. Server-Side JavaScript function Stringify
- B. Server-Side JavaScript function ParseJSON
- C. AMPscript function BuildRowsetFromXML
- D. AMPscript function BuildRowsetFromString

Correct Answer: A

Section:

QUESTION 82

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

Correct Answer: B, C

Section:

QUESTION 83

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

Correct Answer: C

Section:

QUESTION 84

A developer initiated a batch delete of Contacts in Contact Builder due to an import error during implementation. There are over two million records that need to be deleted. Which two factors should be considered when batch deleting large volumes of contacts? Choose 2 answers

- A. Up to one million records can be deleted in each batch.
- B. To more quickly remove contact information, use the suppression period length of 14.
- C. The deletion process supersedes other automated account activities.
- D. The suppression status does not show for individual contacts until the entire batch processes.

Correct Answer: C, D

Section:

QUESTION 85

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

Correct Answer: A

Section:

QUESTION 86

A developer is implementing a custom profile center and using the LogUnsubEvent request. Which parameter is required for the event to be tied to the appropriate send?

- A. JobID
- B. ListID
- C. Unsub Reason
- D. SubscriberKey

Correct Answer: A

Section:

QUESTION 87

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

Correct Answer: B

Section:

QUESTION 88

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.

Correct Answer: D

Section:

QUESTION 89

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.

Correct Answer: A, D, E

Section:

QUESTION 90

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

Correct Answer: A

Section:

QUESTION 91

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

Correct Answer: A

Section:

QUESTION 92

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 identify 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

Correct Answer: A

Section:

QUESTION 93

A developer wants to aggregate monthly energy usage data over a four month period for each subscriber within an email. The monthly usage values are stored in variables for each month in the following way:

How should the developer use AMPscript to generate the total?

- A. SET @total - (@jan - 3feb - @mar @apr>
- B. SET @total = AZD((@jan @feb) @mar) @apr)
- C. SET @total - ADD(@jan,ADD(@feb,ADD(@mar,@apr)))
- D. SET @total = (ADD(@jan,@feb), ADD(@mar, @apr))

Correct Answer: C

Section:

QUESTION 94

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

Correct Answer: B

Section:

QUESTION 95

A developer wants to implement a newsletter registration from 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

Correct Answer: A

Section:

QUESTION 96

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]%%

Correct Answer: C

Section:

QUESTION 97

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

Correct Answer: C

Section:

QUESTION 98

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

Correct Answer: C

Section:

QUESTION 99

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

Correct Answer: B

Section:

QUESTION 100

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)

Correct Answer: B

Section: