Salesforce

Marketing-Cloud-Developer Exam

Marketing Cloud Developer

Questions & Answers

(Demo Version - Limited Content)

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Version: 6.0

Question: 1

Clock Kicks would like to encrypt and store form data submitted from a CloudPage in a data extension using AMPscript. Which three encryption options could be used when creating a new key in Key Management? Choose 3

A. SAML
B. Asymmetric
C. RSA
D. Salt
E. Symmetric

Answer: B

Question: 2

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: A B

Question: 3

What parameter should a developer include to ensure the MobileConnect Contact is tied to the Email Contact when making a QueueMO call for an existing email subscriber?

A. mobilenumbers
B. phonenumbers

C. emailaddress
D. subscribers

Answer: A

Question: 4

A developer wants to create an AMPscript FOR loop that populates HTML table rows based on the number of rows and data in a target DE. Where should the developer place the FOR keyword to begin the loop?

A. Before the <table> tag
B. Before the <td> tag
C. Before the <tbody> tag
D. Before the <tr> tag

Answer: D

Question: 5

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

Answer: A

Question: 6

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

Question: 7

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: A, C

Question: 8

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" />

Answer: A

Question: 9

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" />

Answer: B

Question: 10

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/vl/aataevents REST route
C. Use the DataExtension SOAP object
D. Upload a file to the Enhanced SFTP for import

Answer: A

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