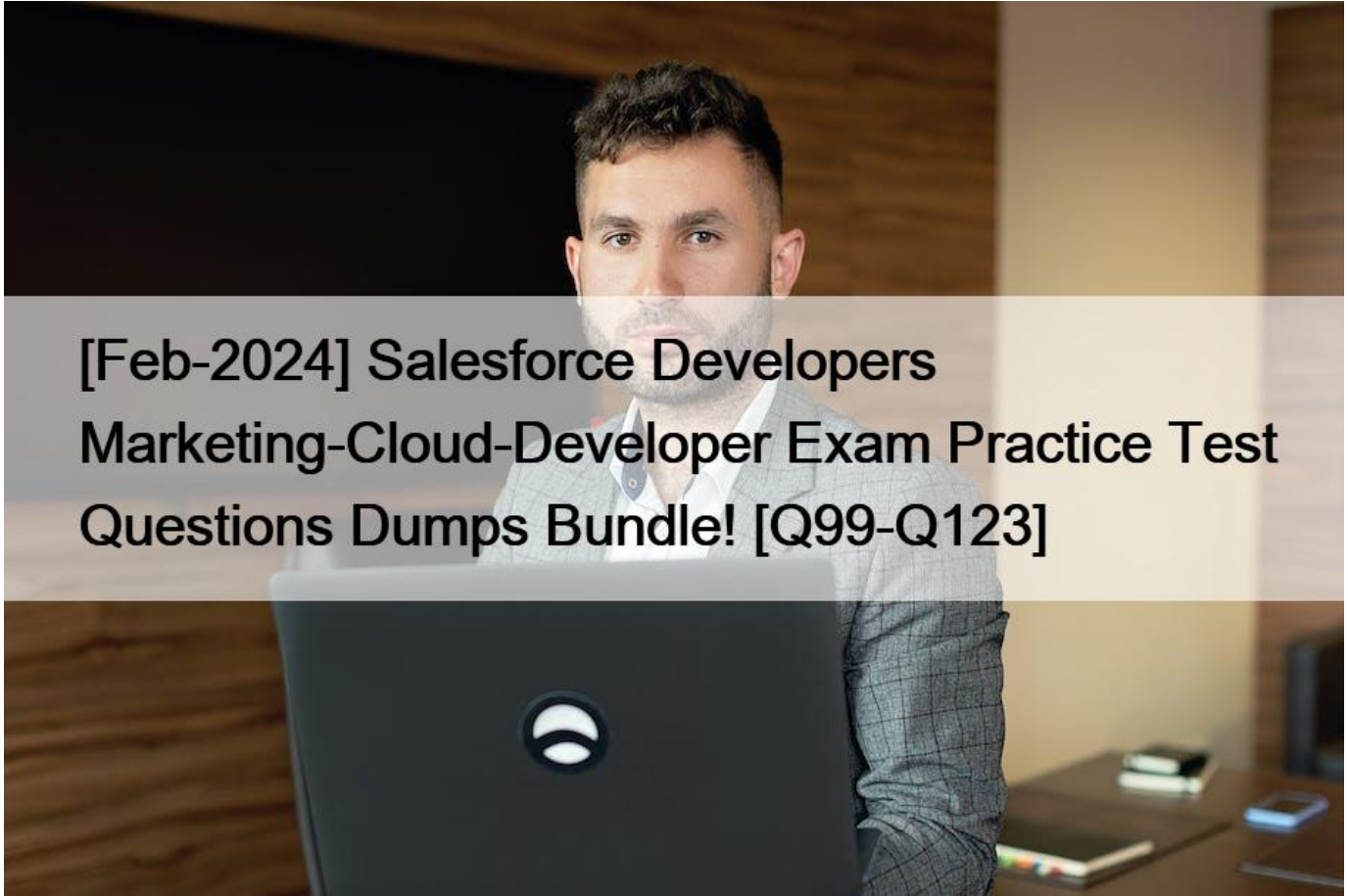


## [Feb-2024 Salesforce Developers Marketing-Cloud-Developer Exam Practice Test Questions Dumps Bundle! [Q99-Q123]



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### NEW QUESTION 99

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?

- \* LookupRows (Ent. Inventory\*, true;, InStock\*)
- \* LookupRows (Ent. Inventory\*, itemName, InStock;, true\*)
- \* LookupRows (Ent. Inventory\*, InStock;, true;, )
- \* LookupRows (Inventory\*, InStock; InStock; true;, )

### NEW QUESTION 100

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

- \* Import definition to the necessary data extension
- \* File transfer activity to the Import directory for decryption
- \* File drop to the SFTP Root directory
- \* File drop to the SFTP Import directory
- \* File transfer activity to the Safehouse for decryption

### NEW QUESTION 101

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?

- \* Job
- \* Sent
- \* Journey
- \* Subscribers

### NEW QUESTION 102

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

- \* \_Subscribers
- \* \_Subscribers
- \* \_AllSubscribers
- \* \_Click

### NEW QUESTION 103

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 fields 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?

- \* ValidPhone
- \* Phone
- \* ContactType

- \* PhoneExists

#### NEW QUESTION 104

A developer identified duplicate contacts and initiated aContact Delete process for 10 million subscribers.

How could the process be expedited?

- \* Change the Suppression value to a larger value
- \* Manually delete subscribers in All Contacts
- \* Stop current delete process and delete smaller groups
- \* Delete anyunnecessary Sendable Data Extensions

#### NEW QUESTION 105

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?

- \* Data Extract > File Transfer with Marketing Cloud Public Key
- \* Create PGP Key > Data Extract > File Transfer with PGP checked
- \* Shield Platform Encryption is required for encrypted data export
- \* Data from Marketing Cloud cannot be encrypted

#### NEW QUESTION 106

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

- \* Only 1 and 3
- \* Only 1 and 2
- \* Only 2 and 3
- \* All 1, 2 and 3
- \* None of these

#### NEW QUESTION 107

A developer receives Error Code 5 when performing a SOAP API call. The error states: 'Cannot Perform Post' on objects of type 'SentEvent';.

What could be the issue?

- \* SOAP does not support POST; use REST
- \* The authentication token has expired.
- \* It may be a temporary network issue.
- \* 'SentEvent'; is not able to be updated using SOAP.

#### NEW QUESTION 108

Northern Trail Outfitters wants to trigger follow up messages after a subscriber opens an email.

What process would they use to get real-time engagement data?

- \* Query Activity
- \* Client-Side JavaScript
- \* WSPROXY Service
- \* Event Notification Service

## NEW QUESTION 109

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 ]%%
```

- \* To handle when no row is returned by the LookupRows function
- \* To handle when the subscriber is in a held status
- \* To handle when images are broken
- \* To handle when there are multiple records in the data extension for the subscriber

## NEW QUESTION 110

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

- \* Set credentials as environment variables in the application platform
- \* Pass credentials in URL parameters over HTTPS
- \* Set credentials as variables in application source code
- \* Store credentials in a key management system (KMS)

## NEW QUESTION 111

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 112

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 caapptld. 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?

- \* `<input id=#8221;apptld=#8221; type=#8221;textarea#8221; value=#8221;%%=(@apptld)=%%#8221; readonly>`
- \* `<form action=#8221;%%=MicrositeURL(123,#8217;apptld=#8217;,@apptld)=%%#8221; method=#8221;post#8221;>`
- \* `<form action=#8221;%%=CloudPagesURL(123,#8217;apptld=#8217;,@apptld)=%%#8221; methods`  
`#8220;post#8221;>`
- \* `<input id=#8221;apptld=#8221; type=#8221;textarea#8221; value=#8221;%%=(@apptld)=%%#8221; hdden>`

### NEW QUESTION 113

When appending data to links via Web Analytics Connector, which parameter should be used to track subscriber behavior?

- \* Email Address
- \* Contact Key
- \* Subscriber Key
- \* Subscriber ID

### NEW QUESTION 114

An email requires custom AMPscript to append the subscriber's zip code to a link in the email. A field name zipcode already exist in the sending data extension. Its important Marketing Cloud tracks subscribers who click on the link. Which two AMPscript functions should be used in the setup? Choose

- \* Lookup
- \* Contact
- \* RedirectTo
- \* HTTPGet

### NEW QUESTION 115

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?

- \* Find the first day of next month and subtract one day
- \* Use the date format string for last day of month within FormatDate
- \* Add one month using DateAdd to now
- \* Add 30 days using DateAdd to now

### NEW QUESTION 116

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

- \* CASE, ISDATE, CONVERT
- \* WHERE, ISDATE, CONVERT
- \* CASE, ISDATE, CAST
- \* UPDATE, ISDATE, CONVERT

### NEW QUESTION 117

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

- \* Create a Filter Activity In the journey that removes the Rainbow Run domain
- \* Create a Suppression List with all possible email addresses from Rainbow Run
- \* Create a data extension with the Rainbow Run domain for use with a Domain Exclusion
- \* Create an Exclusion Script with the Rainbow Run domain for use In the activity

### NEW QUESTION 118

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

- \* Include the header x-access-token: your\_access\_token
- \* Include as a query parameter access\_token=YOUR\_ACCESS\_TOKEN
- \* Include the header Authorization: Basic your\_access\_token
- \* Include the header Authorization: Bearer YOUR ACCESS TOKEN

### NEW QUESTION 119

Northtrn 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

- \* PGP encryption
- \* RSA encryption
- \* GPG encryption
- \* AES encryption

### NEW QUESTION 120

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?

- \* 

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

```
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
```
- \* 

```
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
```

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

### NEW QUESTION 121

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?

- \* %%[IF @level == premier; THEN SET @message = You are premier member
- \* ; ENDIF IF @level == premier; THEN SET @message = Upgrade to premier now
- \* ; ; ENDIF]%% %%=v(message)=%%=IF(@level IS premier;, Upgrade to premier now! You are a premier member%%=IIF(@level = premier;, Upgrade to premier now!
- \* %%=IIF @level == premier, You are a premier member; Upgrade to premier now!
- \* %%IF(@level == premier;) THEN Upgrade to premier now!; ELSE You are a premier member; ENDIF]%%

### NEW QUESTION 122

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.

- \* Personalization Builder API
- \* Event Notification API
- \* Transactional Messaging API
- \* Journey Builder API

### NEW QUESTION 123

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?

- \* Validate Client Id and Client Secret are correct
- \* Verify the Asset Type Id matches the Asset Type Name
- \* Confirm the REST Base URI uses the correct subdomain
- \* Confirm the Component's Channel options are available

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