

## Marketing-Cloud-Developer Dumps

### Salesforce Certified Marketing Cloud Developer (SP20)

<https://www.certleader.com/Marketing-Cloud-Developer-dumps.html>



**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**

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)

**Answer:** C

**NEW QUESTION 3**

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

**Answer:** D

**NEW QUESTION 4**

Northtrn Trail Outfitters has set up their North American business unit to unsubscribe at the business unit level. Which dataview would they query to identify all subscribers who are unsubscribed from that Business Unit?

- A. ListSubscribers
- B. ENT.\_Subscribers
- C. \_BusinessUnitUnsubscribes
- D. .Subscribers

**Answer:** C

**NEW QUESTION 5**

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.

**Answer:** C

**NEW QUESTION 6**

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

**Answer:** A

**NEW QUESTION 7**

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 8**

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

**Answer:** B

**NEW QUESTION 9**

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 10**

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

**Answer:** A

**NEW QUESTION 10**

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 15**

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 20**

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

**Answer:** B

**NEW QUESTION 22**

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.

- A. Personalization Builder API
- B. Event Notification API
- C. Transactional Messaging API
- D. Journey Builder API

**Answer:** C

**NEW QUESTION 27**

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?

- A. Three
- B. Two
- C. None
- D. One

**Answer:** B

**NEW QUESTION 30**

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"]

**Answer:** AB

**NEW QUESTION 31**

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

**Answer:** A

**NEW QUESTION 36**

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 39**

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 44**

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

**Answer:** D

**NEW QUESTION 46**

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 47

A developer used LookupRows to retrieve data when building a dynamic email. What should be the next step before using this rowset within a FOR loop?

- A. Use Row to return a specific row of the rowset
- B. Set the rowset to a new array variable
- C. Close the delimited AMPscript Code Block
- D. Use RowCount to ensure the rowset contains data

**Answer:** D

#### NEW QUESTION 48

Which activity is required before a compressed file can be imported?

- A. Import File
- B. Data Extract
- C. Decompress File
- D. File Transfer

**Answer:** A

#### NEW QUESTION 52

A developer receives a request for tracking data for alt 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

- A. Tracking Extract Activity
- B. Server-Side JavaScript Activity
- C. Campaign Data Extract
- D. SQL Query Activity

**Answer:** AD

#### NEW QUESTION 55

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?

- A. DataExtensionField
- B. DataExtension
- C. DataExtensionObject
- D. Row

**Answer:** A

#### NEW QUESTION 59

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

- A. Extract
- B. Describe
- C. Update
- D. Configure

**Answer:** BC

#### NEW QUESTION 61

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

**Answer:** ABE

#### NEW QUESTION 66

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.

**Answer:** AB

#### NEW QUESTION 68

A developer needs to process a payload from an external system in a CloudPage.

What Marketing Cloud Server-Side JavaScript Platform function should be used for converting a string payload in JSON format to a JavaScript object?

- A. Base64Decode
- B. ParseJSON
- C. CreateObject
- D. Stringify

**Answer:** B

#### NEW QUESTION 70

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.

**Answer:** B

#### NEW QUESTION 74

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 79

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

**Answer:** BC

#### NEW QUESTION 80

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

#### NEW QUESTION 85

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 86

A developer wants to include a comment within an AMPscript code block for the benefit of other developers who will be reviewing the code.

Which syntax should the developer use?



- A. < !- This is a comment
- B. // This is a comment
- C. -- This is a comment
- D. /" This is a comment \*/

**Answer:** D

#### NEW QUESTION 89

Contact Builder can be used to create a relational model of an organization's data within Marketing Cloud. Which three factors should be taken into consideration when preparing data to be used in Contact Builder? Choose 3 answer

- A. Assigning data relationships and primary keys across all channels
- B. Verifying data address marketing needs
- C. Verifying all data extensions have a sendable value
- D. Verifying each data extension has the required Email Address field populated
- E. Normalizing data to reduce redundancy

**Answer:** ABC

#### NEW QUESTION 94

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

**Answer:** A

#### NEW QUESTION 96

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

**Answer:** CDE

#### NEW QUESTION 101

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

**Answer:** D

#### NEW QUESTION 105

Certification Aid created a journey and event definition in Marketing Cloud. Which of the following resources are relevant to inject Contacts into the journey using the REST API? Choose 2.

- A. POST /eventDefinitions/key:{key} or /eventDefinitions/{id}
- B. POST /interaction/v1/events
- C. POST /interaction/v1/interactions/contactentry
- D. GET /eventDefinitions/key:{key}

**Answer:** BC

#### NEW QUESTION 108

A developer is writing a query to select unique subscribers who opened any emails sent since the beginning of the previous day.

Which query would provide that result?

A)

```
SELECT DISTINCT o.SubscriberKey  
FROM _Open o  
INNER JOIN _Job j ON j.JobID = o.JobID  
WHERE o.SendDate >= CONVERT(date,  
GETDATE()-1))
```

B)

```
SELECT DISTINCT o.SubscriberKey  
FROM _Open o  
WHERE o.OpenDate >= CONVERT(date,  
GETDATE()-1))
```

C)

```
SELECT DISTINCT o.SubscriberKey  
FROM _Open o  
INNER JOIN _Job j ON j.JobID = o.JobID  
WHERE j.PickupTime >= CONVERT(date,  
GETDATE()-1))
```

- A. Option A
- B. Option B
- C. Option C

**Answer:** A

#### NEW QUESTION 113

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 114

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 117

A developer wants to build out a series of CloudPages that will interact with several REST APIs. Which Marketing Cloud supported scripting tool should be used?

- A. AMPscript
- B. GTL
- C. SSJS

**Answer:** C

#### NEW QUESTION 120

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 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%'

**Answer:** C

#### NEW QUESTION 123

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 127

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 129

A developer is troubleshooting why an API client Jd and chent\_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 130

Northern Trail Outfitters is using a mobile campaign to collect 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 TriggeredSend object? Choose 2 answers

- A. Subscribers
- B. TriggeredSendDefinition
- C. Attribute
- D. Contact

**Answer:** BD

#### NEW QUESTION 132

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

**Answer:** C

#### NEW QUESTION 135

A developer needs to find all subscribers on the Customers data extension who made a purchase in the last 30 days. Purchase data is on the Orders data extension which contains a column called 'PurchaseDate'. Contacts are identified in both data extensions by a column called 'ContactKey', and the Orders data extension can contain many instances of the same subscnber.

Which SQL keyword should the developer use to achieve the desired result?

- A. INNER JOIN
- B. OUTER JOIN
- C. ORDER BY PurchaseDate ASC

**Answer:** C

**NEW QUESTION 139**

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 142**

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

**Answer:** C

**NEW QUESTION 143**

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 144**

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

**Answer:** B

**NEW QUESTION 147**

A developer needs to use the 'contacts/' route of the REST API to update records in a data extension. What should the developer verify before making the API call?

- A. Each contact should already exist in All Subscribers.
- B. Journey Builder should be configured to use the data extension.
- C. Contact Key should be equal to Subscriber Key in the underlying data extensions to ensure proper joining.
- D. The data extension should be linked in an Attribute Group in Contact Builder.

**Answer:** D

**NEW QUESTION 150**

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

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

**Answer:** AD

**NEW QUESTION 151**

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 156**

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 RTRJM
- D. REPLICATE and NCHAR

**Answer:** A

#### NEW QUESTION 157

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.

**Answer:** AC

#### NEW QUESTION 162

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

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

**Answer:** AB

#### NEW QUESTION 163

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 165

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 166

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

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

**Answer:** AB

#### NEW QUESTION 170

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 171

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 unsubscribed from \_Subscribers within the Parent business unit
- D. Query status from \_ListSubscribers within the Parent business unit

**Answer: B**

#### NEW QUESTION 173

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 176

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**

#### NEW QUESTION 180

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 183

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

**Answer: CD**

#### NEW QUESTION 186

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 187

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 188**

A developer wants to review the available properties for using the DataExtensionField SOAP API object. Where could the developer find this information

- A. Open the Object Inspector in the Salesforce Developer Console
- B. Developer Center at <https://developer.salesforce.com>
- C. Contact Support and request the information

**Answer:** B

**NEW QUESTION 192**

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

**Answer:** D

**NEW QUESTION 194**

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

**Answer:** CD

**NEW QUESTION 199**

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 202**

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

**Answer:** A

**NEW QUESTION 205**

A developer is troubleshooting why a parent-level data extension cannot be accessed by a child business unit. What should the developer check to validate the data available can be accessed for child business unit queries?

- A. The data extension is in the Shared Data Extensions folder and the query includes the EN
- B. prefix
- C. The data extension is in the Shared Items root folder and is accessible to the child business unit
- D. The data extension is in the Salesforce Data Extensions folder and is accessible to the child business unit
- E. The data extension is in the Synchronized Data Extensions folder and the query includes the EN
- F. prefix

**Answer:** A

**NEW QUESTION 209**

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 212**

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 216**

Certification Aid wants to create Contacts in Marketing Cloud via API calls. Which API should be used for this? Choose 2.

- A. POST /contacts/v1/contacts route
- B. SOAP API
- C. REST API
- D. Contact object

**Answer:** AC

**NEW QUESTION 221**

Which programming language should be used in email messages? Choose 1.

- A. AMPscript only
- B. Both
- C. Either AMPscript or SSJS
- D. SSJS only

**Answer:** C

**NEW QUESTION 224**

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

**NEW QUESTION 225**

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 229**

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 234**

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