

# MA RKETING-CLOUD-DEVELOPER<sup>Q&As</sup>

Salesforce Certified Marketing Cloud Developer

**Pass Salesforce MARKETING-CLOUD-DEVELOPER  
Exam with 100% Guarantee**

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.leads4pass.com/marketing-cloud-developer.html>

100% Passing Guarantee  
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce  
Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers



## QUESTION 1

A developer wants to create a complex dynamic email with three different sections and four different possible content blocks in each section. The email will be sent to an audience of over one million contacts.

Which best practice should the developer use to ensure a blank email will not be sent?

- A. Send a test of every possible version using Test Send
- B. Review every possible version using Subscriber Preview
- C. Create separate emails for each version
- D. Confirm every version has default content

Correct Answer: D

---

## QUESTION 2

A developer wants to build an email that dynamically populates the physical address of a company's locations using the variable `{address}`. The deployment goes to millions of subscribers and the developer wants the fastest possible performance.

Which AMPscript solution should be recommended?

- A. `%%[ SET @address = field(lookup("Building_Locations"/ "Address", "Id", @Id), "Address") ]%%`
- B. `%% [ SET @address = field(row(lookupRows("Building_Locations", "Address", "Id"), 1), "Address") ]%%`
- C. `%%;SET @address = lookupRows("Building_Locations", "Address", "Id") ]%%`
- D. `%%: SET @address = lookup("\'Building_locations\'", Address\'\', \'\'id\'\'@id) ]%%`

Correct Answer: A

---

## QUESTION 3

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

---

## QUESTION 4

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.

Correct Answer: BC

---

## QUESTION 5

Why would a developer use LookupRows Instead of the Lookup AMPscript function?

- A. To return a complete rowset from the data extension
- B. To stay at the limit of two Lookup calls in one email
- C. To see how many rows are in a data extension
- D. To access a data extension, as Lookup only targets lists

Correct Answer: A

---

## QUESTION 6

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 exists anywhere in the list?

- A. Substring
- B. BuildRowSetFromString
- C. IndexOf
- D. Length

Correct Answer: B

---

## QUESTION 7

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 AllSubscribers.
- 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.

Correct Answer: A

---

## QUESTION 8

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

---

## QUESTION 9

A developer identified a use case where a triggered send of an email is needed. The developer already successfully set up authentication with a Client ID and Client Secret has used them in several REST calls. When the REST call is made, a "401 Unauthorized" error is returned. What is the first thing the developer should check?

- A. The send permissions have been granted for the Client ID and Client Secret within Installed Packages.
- B. The email interaction has been started
- C. The automation permissions have been granted for the Client ID and Client Secret within Installed Packages.
- D. The email interaction has been published.

Correct Answer: A

---

## QUESTION 10

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

---

## QUESTION 11

Certification Aid wants to update Contact data stored in a Data Extension using the REST API. What is required to achieve this? Choose 1.

- A. The Data Extension must be in an Attribute Group.
- B. The Data Extension must be in a Population.
- C. The Data Extension must be sendable.
- D. The Data Extension must be created in Email Studio.

Correct Answer: B

---

## QUESTION 12

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 Salesor Service Cloud
- D. Journey Builder Send SMS Activity
- E. Automation Studio Send Email Activity

Correct Answer: ABE

---

## QUESTION 13

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

Correct Answer: AB

---

## QUESTION 14

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

---

## QUESTION 15

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

---

[Latest MARKETING-CLOUD-DEVELOPER Dumps](#)

[MARKETING-CLOUD-DEVELOPER VCE Dumps](#)

[MARKETING-CLOUD-DEVELOPER Braindumps](#)