Vendor: Salesforce

Exam Code:MARKETING-CLOUD-DEVELOPER

Exam Name: Salesforce Certified Marketing Cloud Developer

Version: Demo

QUESTION 1

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 (\\'Ent. Inventory*, \\'true\\', \\'InStock\\')

B. LookupRows (\\'Ent. Inventory*, itemName, \\'InStock\\', \\'true\\')

C. LookupRows (\\'Ent. Inventory*, \\'InStock\\', \\'true\\',)

D. LookupRows (\\'Inventory*, \\'InStock\\' \\'true\\',)

Correct Answer: C

QUESTION 2

A developer receives a 401 Unathorized HTTP status message from a REST API request. What is the reason for this error?

A. The account lacks the privileges necessary toperform 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

QUESTION 3

Certification Aid wants to trigger and 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: CD

QUESTION 4

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

QUESTION 5

Northern Trail Outfitters\' legal team is concerned about the daily import process that brings in subscribers to a Sendable Data Extension, even when records have already been targeted for deletion.

Which two true expected behaviors for these recordsoccur in the event a send is initiated directly to this Sendable Data Extension?

Choose 2 answers

A. Records still in the suppression phase will only be excluded if manually specified during send time.

B. Records still in the suppression phase will be excluded from sends.

C. Records that have already been deleted will be treated as new records.

D. Records that have been deleted will be excluded from sends Indefinitely.

Correct Answer: BC

QUESTION 6

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

C. %%=Lookup (\\'Excluded\\' , SendBoo1\\'. Subscribekey\\'. _Subscribekey) =%%

D. %%=Lookup (\\'Excluded\\' , SendBoo1\\'. _Subscribekey\\'. _Subscribekey) =%%

Correct Answer: BC

QUESTION 7

A developer is using the legacy endpoint www.exacttargetapis.com and has been asked toswitch to Tenant Specific Endpoints (TSEs). What is a benefit of switching to TSEs?

A. A longer lasting OAuth token

B. API calls will no longer fail

C. Gain access to TSE-specific REST routes

D. Improved API performance

Correct Answer: D

QUESTION 8

A developer needs to configure an Email Send Logging Data Extension for a new business unit. Which option shouldbe 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

QUESTION 9

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

QUESTION 10

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

Correct Answer: AC

QUESTION 11

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 12

A developer wants to implement anewsletter 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