



**Salesforce**

## **Exam Questions Marketing-Cloud-Developer**

Salesforce Certified Marketing Cloud Developer (SP20)

#### 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

A developer wants to expand the functionality of existing code which was written in AMPscript, but prefers to use Server-Side JavaScript (SSJS) for updates. Which SSJS statement will retrieve the value of the AMPscript variable named subKey?

- A. Var.Get("subKey");
- B. Variable.GetTVValue ("@subKey") ;
- C. Variable.SetValue("subKey", "Value");
- D. Var.Retrieve("@subKey");

**Answer:** B

#### NEW QUESTION 3

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 4

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

**Answer:** CD

#### NEW QUESTION 5

Where can the SSJS Core library be used? Choose 2.

- A. SMS messages
- B. Marketing Cloud apps
- C. Landing pages
- D. Email messages

**Answer:** BC

#### 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 created a landing page in CloudPages which return unique content when subscriber data is located on a related data extension. The developer does not know if all subscribers have rows in the related data extension, and want default content to render if no subscriber data is found on the related data extension. Which best practice should the developer follow to control the unique and default content?

- A. Use the RowCount function and an IF statement
- B. Use the Lookup, Row and Field functions
- C. Use the LookupOrderRows and Row functions
- D. Use the DataExtensionRowCount function

**Answer:** A

#### NEW QUESTION 10

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 identify 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

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 14

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 18

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

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?

- A. <input id="apptld" type="textare" value="%%«v(@>apptld)»%%" readonly>
- B. <form action="%%=MicrositeURL(123,,apptld",@apptld)a%%" method="post">
- C. <form action«"%%»CloudPagesURL(123,'apptld',@apptld)«%%" methods "post">
- D. <Input Id=Mapptld" type="textare" value="%%«v(@apptld)«%%" hldden>

**Answer:** C

#### NEW QUESTION 24

Which aspect should a developer consider before creating an Server-to-Server Installed Package and associated API Integration i\* Marketing Cloud?

- A. Using an Installed Package, APIs will have access to resources in all Business Units.
- B. Scope (Permissions) will be granted based on the User who is creating the Installed Package.
- C. Scope (Permissions) must be specifically granted when creating an API Integration component inside an Installed Package.

**Answer:** C

#### NEW QUESTION 26

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

Northern Trail Outfitters (NTO) wants to prevent competitors from receiving a coupon email. They also want to capture email addresses of competitors who are included in the targeted audience.

Which feature could NTO use to prevent the coupon from being sent and report the email addresses skipped?

- A. Auto-Suppression list
- B. RaiseError AMPscript function
- C. Exclusion Script
- D. Try/Catch SSJS functions

**Answer:** C

#### NEW QUESTION 32

In what order is AMPscript evaluated before an email is sent?

- A. Subject Line, HTML Body, Text Body
- B. HTML Body, Text Body, Subject Line
- C. Text Body, HTML Body, Subject Line
- D. HTML Body, Text Body, Text Body

**Answer:** B

#### NEW QUESTION 34

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 35

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

Which two AMPscript HTTP functions allow an OAuth token to be passed in a header? Choose 2 answers

- A. HTTPPost
- B. HTTPGet
- C. HTTPGet2
- D. HTTPPost2

**Answer:** AB

#### NEW QUESTION 42

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?

- (A) 

```
SELECT s.SubscriberKey
FROM _Sent s
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420
```
- (B) 

```
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
```
- (C) 

```
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
```
- (D) 

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

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

**Answer: C**

#### NEW QUESTION 47

When do synchronous REST API calls to Marketing Cloud time out? Choose 2.

- A. 240 seconds for tracking and data retrieve operations.  
B. 300 seconds for tracking and data retrieve operations.  
C. 120 seconds for non-tracking operations.  
D. 240 seconds for non-tracking operations.

**Answer: BC**

#### NEW QUESTION 48

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 49

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?

- A. Find the first day of next month and subtract one day  
B. Use the date format string for last day of month within FormatDate  
C. Add one month using DateAdd to now  
D. Add 30 days using DateAdd to now

**Answer: A**

#### NEW QUESTION 53

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

- A. Set credentials as environment variables in the application platform  
B. Pass credentials in URL parameters over HTTPS  
C. Set credentials as variables in application source code  
D. Store credentials in a key management system (KMS)

**Answer: AD**

#### NEW QUESTION 56

Northtrn Trail Outfitters mistakenly synced the User\_Salesforce object which added to their billable contact count. What should be recommended to remove these contacts'

- A. Update the sync to remove these contacts from the All Contacts table.  
B. Use the REST API to delete the contacts from the All Subscribers table.  
C. Put the synced records into a sendable data extension and use Contact Delete.  
D. Use the SOAP API to delete the contacts from the All Contacts table.

**Answer:** C

#### NEW QUESTION 59

Which statements are true regarding the Marketing Cloud SOAP API? Choose 2.

- A. More than 2000 SOAP calls can be performed per minute.
- B. Most SOAP calls can be synchronous or asynchronous.
- C. Uses XML in request and response body.
- D. Uses JSON in request and response body.

**Answer:** BC

#### NEW QUESTION 61

A developer wants to build an audience by identifying subscribers who opened a specific email. Which query should the developer use?

- A. `SELECT * FROM _Open WHERE ListID = '1234'`
- B. `SELECT * FROM _Open WHERE JobID = "1234"`
- C. `SELECT SubscriberID FROM _Open WHERE JobID = "1234"`
- D. `SELECT SubscriberKey FROM _Open WHERE JobID = '1234'`

**Answer:** D

#### NEW QUESTION 62

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 64

Certification Aid sends an email to a newly imported List with Subscribers who have no associated Subscriber Key. Which value will become the Contact Key? Choose 1.

- A. Contact ID
- B. Email address
- C. Subscriber ID
- D. Unique random number

**Answer:** B

#### NEW QUESTION 69

Which of the following statements are correct concerning Populations in Contact Builder? Choose 2.

- A. Populations are used to create large subgroups Contacts.
- B. Populations need to be added to an Attribute Group.
- C. No more than three Populations should be created.
- D. Populations should be used for segmentation

**Answer:** AC

#### NEW QUESTION 70

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

**Answer:** D

#### NEW QUESTION 75

A developer wants to create a JavaScript Web Token using a key from Key Management. What function should the developer use?

- A. `ContentBlockByKey()`
- B. `GetJWTByKeyName()`
- C. `RegexMatch()`
- D. `GeUWT()`

**Answer:** B



#### NEW QUESTION 80

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

#### NEW QUESTION 85

Which SSJS library can be used in email messages? Choose 1.

- A. Both
- B. Platform
- C. None
- D. Core

**Answer:** B

#### NEW QUESTION 90

A developer is configuring a File Drop Automation and wants to use a Filename Pattern to allow for timestamps on the file. The file name will always start with the month and day (e.g. MAY15) the file is dropped onto the SFTP site.

Which two configurations should be used for the automation to successfully start? Choose 2 answers

- A. Ends With operator
- B. %%MMMMdd%%
- C. %%Month%%%%Day%°/o
- D. Begins With operator

**Answer:** CD

#### NEW QUESTION 92

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 97

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 101

A developer uses the messageDefinitionSends REST API endpoint to send a triggered send email. This method returns a 202 (success) response code. How could the developer validate if the email was successfully sent?

- A. Use the messageDefinitionSend/key:(key)/deliveryRecords REST endpoint with GET method
- B. The 202 response code indicates the message was sent successfully; no further action is required.
- C. Use the validateEmail REST resource with POST method to obtain the email delivery details from the request.
- D. Confirm the record was successfully inserted into the associated Triggered Send Data Extension.

**Answer:** A

#### NEW QUESTION 106

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 109

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 113

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

- A. Email Address
- B. Contact Key
- C. Subscriber Key
- D. Subscriber ID

**Answer:** D

#### NEW QUESTION 116

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 118

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.InvokeRetrievef(); Platform.Function.Stringify(); Platform.Function.UpsertDE();
- D. Platform.Function.HTTPGe(); Platform.Function.Stringify(); Platform.Response.Write();

**Answer:** C



#### NEW QUESTION 121

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 124

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 125

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

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 128

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

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

**Answer:** D

#### NEW QUESTION 131

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 135

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?

- A. Data Extract > File Transfer with Marketing Cloud Public Key
- B. Create PGP Key > Data Extract > File Transfer with PGP checked
- C. Shield Platform Encryption is required for encrypted data export
- D. Data from Marketing Cloud cannot be encrypted

**Answer:**

B

#### NEW QUESTION 139

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 142

A developer created an email using the fasubjectLine variable as the subject line. Due to revisions, the developer declared <>subjectLine in multiple locations throughout the email, including:

- %%[ SET @subjectLine = 'Enjoy 10% off today' ]%% was declared at the top of the HTML body
- %%[ SET @subjectLine = 'Enjoy 15% off today' ]%% was declared in the top of the Text body
- %%[ SET @subjectLine = 'Enjoy 5% off today' ]%% was declared at the bottom of the HTML body
- %%[ SET @subjectLine = 'Enjoy 20% off today' ]%% was declared within the Subject Line

Which subject line will be used at the time of deployment?

- A. Enjoy 10% off today
- B. Enjoy 15% off today
- C. Enjoy 20% off today

**Answer: C**

#### NEW QUESTION 144

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 149

A developer wants to transform the date and time 'Data\_Enrolled' from Daylight Savings time. How would the developer change the time to fall back one hour?

- A. %%=DataAdd(Date\_Enrolled,-1)=%%
- B. %%=DateAdd(Date\_Enrolled,-1 'H')=%%
- C. %%=DateDiff(Date\_Enrolled, 1, 'H')=%%
- D. %%=FormatDate(Date\_Enrolled,-1,'HH','en-us')=%%

**Answer: B**

#### NEW QUESTION 150

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 ]%%
```

- A. To handle when no row is returned by the LookupRows function
- B. To handle when the subscriber is in a held status
- C. To handle when images are broken
- D. To handle when there are multiple records in the data extension for the subscriber

**Answer: D**

#### NEW QUESTION 155

Northern Trail Outfitters' account is configured with two child BU(s): US and Global. The account has a data extension In the Shared Data Extensions folder named 'MemberData'. This data extension contains basic address information, as well as Boolean fields labeled 'US' and 'Global' indicating to which business unit the subscriber belongs. Automation needs to be created in the US business unit to query all records in New York who are members of the business unit US.

SELECT \* FROM MemberData WHERE State = 'NY' AND US = 1

What would cause this query to report the following error: "An error occurred while checking the query syntax. Errors: MemberData is not a known data extension or system data view. You can only query existing data extensions or system data views."?

- A. Incorrect syntax; Query Activities are written in SOQL
- B. MemberData should be prefixed with ENT
- C. Query should check for a US value of True'
- D. Query Activities cannot use the " wildcard

**Answer:** B

#### NEW QUESTION 157

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 161

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

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

**Answer:** BD

#### NEW QUESTION 163

Certification Aid wants to encrypt data stored in Marketing Cloud. It is fine if unencrypted fields are visible to Marketing Cloud and Salesforce users, but the underlying data should be encrypted at rest to prevent physical data theft. Which encryption method should be chosen? Choose 1.

- A. Tokenized Sending
- B. Asymmetric Encryption
- C. Transparent Data Encryption
- D. Field-Level Encryption

**Answer:** B

#### NEW QUESTION 165

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

- A. Only 1 and 3
- B. Only 1 and 2
- C. Only 2 and 3
- D. All 1, 2 and 3
- E. None of these

**Answer:** B

#### NEW QUESTION 167

A developer is making an API REST call to trigger an email send. An access token is used to authenticate the call. How long are Marketing Cloud v1 access tokens valid?

- A. Access tokens expire after 24 hours.
- B. REST calls do not require an access token.
- C. Each API call requires a new access token.
- D. Access tokens expire after one hour.

**Answer:** A

#### NEW QUESTION 171

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 176

From which business unit could the Contact Delete feature be used within an Enterprise 2.0 account?

- A. Any business unit
- B. The Parent account
- C. Only in Agency accounts
- D. The business unit where the contact was introduced

**Answer:** C

#### NEW QUESTION 178

Northrn 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

- A. PGP encryption
- B. RSA encryption
- C. GPG encryption
- D. AES encryption

**Answer:** AC

#### NEW QUESTION 183

A developer is notified the View Email As Web Page (VAWP) link, when clicked, displays the message, The system is temporarily unavailable. We apologize for any inconvenience. Please try again later.

What could be a possible cause for the error

- A. The data in the data extensions used at the time of send was overwritten.
- B. The email used at the time of send was deleted, updated, or moved.
- C. The sender profile used at the time of send was overwritten.
- D. The data extension used at the time of send was moved to another folder.

**Answer:** A

#### NEW QUESTION 186

A developer wants to implement a newsletter 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

**Answer:** A

#### NEW QUESTION 191

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 192

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 195

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/v1/aataevents REST route
- C. Use the DataExtension SOAP object
- D. Upload a file to the Enhanced SFTP for import

**Answer:** A

#### NEW QUESTION 196

Northern Trails Outfitters is using REST API to send emails to customers after a purchase. Which considerations should be taken regarding the token used in the API Call?

- A. Make a token API call and re-use the token until the next API call fails.
- B. Make a token API call before each triggered send API call.
- C. Make a token API call and re-use the token for that subscriber.
- D. Make a token API call and re-use the token until the token expires.

**Answer:** D

#### NEW QUESTION 198

A developer wants to create a Send Log Data Extension to increase efficiency with tracking email sends. Which two best practices should the developer remember when configuring the Send Log Data Extension?

Choose 2 answers

- A. Use Data Retention to limit the amount of data captured.
- B. Limit custom fields in the data extension to 10 or fewer.
- C. Create a number of fields equal to the fields in the source data extension.
- D. Maximize the field size to accommodate all incoming data.

**Answer:** AC

#### NEW QUESTION 202

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.

**Answer:** B

#### NEW QUESTION 204

A developer wants to delete a batch of subscribers from Marketing Cloud. The developer performs a Contact Delete on a batch of records in a data extension in Contact Builder. Which scenario would cause subscriber records to remain in the data extension?

- A. Sendable data extension with SubscriberKey and EmailAddress fields
- B. Non-sendable data extension with SubscriberKey field
- C. Contact Delete process does not delete rows from data extensions
- D. Sendable data extension with SubscriberKey field

**Answer:** B

#### NEW QUESTION 205

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