



## **Salesforce**

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

Salesforce Certified Marketing Cloud Developer (SP20)

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#### NEW QUESTION 1

A developer want to email a subscriber who is currently being processed for a Contact Deletion request. When could the Contact be reintroduced after a Contact Delete operation has started?

- A. Never
- B. 14 days after deletion process is complete
- C. After deletion is fully complete
- D. Anytime

**Answer: C**

#### 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

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 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

Which AMPscript function group could most negatively Impact send processing?

- A. String functions
- B. Data extension functions
- C. Date Time
- D. Math functions

**Answer: B**

#### NEW QUESTION 6

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 7

A developer wants to aggregate monthly energy usage data over a four month period for each subscriber within an email. The monthly usage values are stored in variables for each month in the following way:

How should the developer use AMPscript to generate the total?

- A. `SET @total - (@jan - 3fet - @mar @apr>`
- B. `SET @total = AZD((@jan @feb) @mar) @apr)`
- C. `SET @total - ADD(@jan,ADD(@feb,ADD(@mar,@apr)))`
- D. `SET @total = (ADD(@jan,@feb), ADD(@mar, @apr))`

**Answer:**

C

#### NEW QUESTION 8

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 9

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 10

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 10

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 15

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 17

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 20

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 25

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

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

**Answer: B**

#### NEW QUESTION 30

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 32

A developer wants to trigger an SMS message to a subscriber using a form published on CloudPages. How should the SMS message be triggered once the subscriber submits the form?

- A. Outbound SMS template and Automation Send Method
- B. InsertData AMPscript function to add the subscriber to a MobileConnect list
- C. CreateSMSConservation AMPscript function
- D. requestToken and messageContact REST API objects

**Answer: D**

#### NEW QUESTION 35

A developer wants to populate a data extension with the date of the most recent click for each subscriber. Which query would accomplish this?

- A. SELECT TOP 1 c.SubscriberKey, c.eventDate FROM \_Click c ORDER BY c.eventDate DESC
- B. SELECT c.SubscriberKey, MIN (c.eventDate) AS eventDate FROM \_Click c GROUP BY c.SubscriberKey
- C. SELECT c.SubscriberKey, MAX(c.eventDate) AS eventDate FROM \_Click c GROUP BY c.SubscriberKey
- D. SELECT c.SubscriberKey, c.eventDate FROM \_Click c WHERE c.IsUnique = 1

**Answer: C**

#### NEW QUESTION 38

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 40

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 45

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 50

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

**Answer:** A

#### NEW QUESTION 54

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 58

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. %%IIF(@level == 'premier') THEN 'Upgrade to premier now!' ELSE 'You are a premier member' ENDIF]%%

**Answer:** C

#### NEW QUESTION 59

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 63

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

**Answer:** A

#### NEW QUESTION 67

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 69

An UpdateDE AMPscript function is used to update a column value in a data extension row when an email is sent. The email is being sent to 250,000 subscribers, but the user decides to cancel the send during the sending process and only 400 emails are sent.

How many subscriber rows would be affected by the UpdateDE function?

- A. No rows are updated

- B. All 250,000 subscribers
- C. 400 subscribers who were sent the email
- D. Only subscribers who exist in All Subscribers

**Answer:** C

#### NEW QUESTION 72

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 74

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 79

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 81

A developer wants a link to be dynamic based on subscriber attributes. Rather than create numerous links, the developer uses AMPscript to set the link's value as a variable. The variable will be used within the <a> tag.

What should the developer do within the <a> tag to ensure clicks are tracked for the variable? Choose 2

- A. Wrap the variable in a RedirectTo function
- B. Ensure the Conversion attribute is 'true'
- C. Wrap the variable in a v function
- D. Include a variable for the Alias attribute

**Answer:** A

#### NEW QUESTION 86

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 88

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 91

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 93

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 97

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

**Answer:** B

#### NEW QUESTION 102

Certification Aid wants to automate the import of zipped files into a Data Extension. The zip files are placed on the Marketing Cloud Enhanced FTP server every night. Which activity is needed before those files can be imported? Choose 1.

- A. File Import activity
- B. Data Extract activity
- C. Data Extension Import activity
- D. File Transfer activity

**Answer:** D

#### NEW QUESTION 103

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 108

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 112

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 114

Which AMPscript function returns the result of interpreted code within a code block and includes the result in the rendered content, where the code block is located?

- A. V
- B. Output
- C. TreatAsContentArea

**Answer: C**

#### NEW QUESTION 118

A developer needs to display a value which has been calculated using an AMPscript block. This value is stored in the variable named 'Label'. Which two ways should the developer display this value in the body of an email? Choose 2 answers

- A. %%-v(@Label) -%%
- B. <ctrl:vr name=@Label />
- C. %%@Label%%
- D. %% (Write (@Label1) 1) %%

**Answer: AC**

#### NEW QUESTION 119

A company has chosen to use the REST API for triggered sends, but they continue to get the following error during their testing: "Unable to queue Triggered Send request. There are no valid subscribers." They were informed that the SOAP API provides more information about the error, and found that their payload did not include a required data extension field.

Which element of the SOAP API response provides this level of detail?

- A. ErrorDescription
- B. OverallStatus
- C. ErrorCode

**Answer: C**

#### NEW QUESTION 123

A developer is building a landing page in Marketing Cloud and an email with a Call-To page will display personal information about the subscriber. In which way could the developer create the CTA link?

- A. Use the AMPscript CloudPagesURL function.
- B. Append EmailAddress to the URL as an encoded parameter.
- C. Append SubscriberKey to the URL as an encoded parameter.

**Answer: A**

#### NEW QUESTION 124

A developer wants to create an HTML table where rows will alternate background colors between white and red. The developer does not know how many rows will be sent within each email, and decides to use a loop and assigns the RowCount() of the table rows to the variable @numerator. What is the recommended AMPscript logic to determine the background color of each table row within the loop?

- A. %%[IF DIVIDE(@numerator,2) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- B. %%[IF SUBSTRING(DIVIDE(@numerator,2),1) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- C. %%[IF @numerator/2 = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- D. %%[IF MOD(@numerator,2) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%

**Answer: A**

#### NEW QUESTION 128

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 132

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 136**

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 139**

A developer is building an integration with the Marketing Cloud API. Which configuration should be used for the API integration component in the associated Installed Package?

- A. Select the minimum required scope for the integration
- B. Select all available options to enable package reuse for the future integrations
- C. Select the 'Require Secret for Web Flow' option
- D. Select the 'Admin-approved users are pre-authorized' option under Permitted Users.

**Answer:** A

**NEW QUESTION 143**

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 144**

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