



**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 is using the legacy endpoint [www.exacttargetapis.com](https://www.exacttargetapis.com) and has been asked to switch 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

**Answer:** D

#### NEW QUESTION 3

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 4

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 5

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 6

Which aspect should a developer consider before creating an Server-to-Server Installed Package and associated API Integration in 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 7

A developer wants to configure an automation to import files placed on the SFTP shared by a customer's data vendor. The automation will start when a file matching a specific naming pattern is encountered in the Import folder. The first step of the automation is a File Import Activity referencing a substitution string for the matching file. Which substitution string represents the name of the file?

- A. %%FILENAME%%
- B. %%TRIGGER\_FILENAME%%
- C. %%FILENAME\_FROM\_TRIGGER%%
- D. %%FILENAME\_FROM\_IMPORT%%

**Answer:**

C

#### NEW QUESTION 8

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 9

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 10

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 10

Northern Trail Outfitters has created subscriber attributes including AGE under Profile Manager within their Enterprise 2.0 account.

How would a developer retrieve subscribers over 30 years of age?

- A. The data cannot be retrieved with a query
- B. Create a filtered Group of subscribers with AGE more than 30
- C. Create a query that references the \_Subscribers data view
- D. Create a query that references the \_EnterpriseAttribute data view

**Answer: B**

#### NEW QUESTION 13

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 18

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 20

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 22

Customer data has been imported into a staging data extension and needs to be normalized before adding into the master data extension. A text field named 'birthday' contains date values in various formats. Some of the values are valid dates, but some are not.

Which SQL keywords and functions could be used to write the query" Choose 2 answers

- A. CASE, ISDATE, CONVERT
- B. WHERE, ISDATE, CONVERT
- C. CASE, ISDATE, CAST
- D. UPDATE, ISDATE, CONVERT

**Answer:** AC

#### NEW QUESTION 25

Northern Trails Outfitters (NTO) developers want to use the Transactional Messaging API to send email receipts to customers.

What is the first step required to send using the API?

- A. POST to /messaging/v1/email/messages/ with clientjd
- B. Request a token using the v1/requestToken endpoint
- C. Request a token using the v2/authorize endpoint
- D. POST to /messaging/v1 with clientjd and client\_secret

**Answer:** B

#### NEW QUESTION 29

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

**Answer:** AB

#### NEW QUESTION 33

A developer identified duplicate contacts and wants to delete roughly 10 million subscribers using Contact Delete. How could the process be expedited?

- A. Change the Suppression value to a larger value
- B. Delete any unnecessary Sendable Data Extensions
- C. Manually delete subscribers in All Contacts
- D. Stop the current delete process and delete smaller groups

**Answer:** B

#### NEW QUESTION 38

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 43

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 48

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

**Answer:** D

#### NEW QUESTION 51

A developer wants to populate a data extension with information about all emails deployed in the last seven days. The data extension needs to contain JobID, EventDate, and the counts of how many emails were sent with each JobID. Which data view is required to gather this information?

- A. Job
- B. Sent
- C. Journey
- D. Subscribers

**Answer:** B

#### NEW QUESTION 56

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 60

A developer receives Error Code 5 when performing a SOAP API call. The error states: "Cannot Perform 'Post' on objects of type 'SentEvent'". What could be the issue?

- A. SOAP does not support POST; use REST
- B. The authentication token has expired.
- C. It may be a temporary network issue.
- D. 'SentEvent' is not able to be updated using SOAP.

**Answer:** D

#### NEW QUESTION 64

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 67

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 69

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 72

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 77

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 80

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 84

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 88

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 89

How can SSJS variables be referenced for content personalization? Choose 1.

- A. <ctrl:eval>variableName</ctrl:eval>
- B. <ctrl:var name="variableName" />
- C. <ctrl:field name="variableName" />
- D. <ctrl:eval name="variableName" />

**Answer:** B



#### NEW QUESTION 93

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 97

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 102

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 105

A developer wants to create a Synchronized Data Extension containing Lead data from Sales Cloud. They only want to include record which contain a phone number. Each of the following field contains this information per these rules: -Phone is not blank (Data Type = Phone) -PhoneExist is true (Data Type = Boolean) -ValidPhone is 'true' (Data Type = Formula(Boolean)) -ContactType equals 'Phone' (Data Type = Text). Which field could be used to select a subset of records in the synchronization configuration?

- A. ValidPhone
- B. Phone
- C. ContactType
- D. PhoneExists

**Answer:** D

#### NEW QUESTION 110

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 records occur 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.

**Answer:** BC

#### NEW QUESTION 112

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 116

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 < 1
- C. %%=Lookup('Excluded', SendBoo1'. Subscribekey'. \_Subscribekey) =%%
- D. %%=Lookup('Excluded', SendBoo1'. \_Subscribekey'. \_Subscribekey) =%%

**Answer:** BC

#### NEW QUESTION 117

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 119

A sendable data extension with a text field named 'Balance' contains the value \$6.96 for a particular record. The following AMPscript statement is included in an email:

```
IF (Balance > 6.00) THEN
```

```
SET @Result = 'Balance is more than $6.00' ENDIF
```

Why would this IF statement yield unintended results?

- A. The operands are not the same data type.
- B. The comparison should use the < operator.
- C. Balance is a protected keyword.
- D. Double quotes should be used instead of single quotes.

**Answer:** D

#### NEW QUESTION 124

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 129

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 130

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 134

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 136

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

**Answer:** B

#### NEW QUESTION 140

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 142

Northern Trail Outfitters (NTO) wants to determine the best identifier for subscribers across all channels. What should be recommended?

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

**Answer:** A

#### NEW QUESTION 146

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 151

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 153

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 156

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(Lookcup("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) ] %%

**Answer:** A

#### NEW QUESTION 157

A developer wants to use the RaiseError Ampscript function when a subscriber does not have the necessary data to build an email. Which two outcomes are possible using this function? Choose 2 answer

- A. The send fails
- B. The email is not sent to the particular subscriber
- C. An error message is sent to the From Address used in the email
- D. The send is retried

**Answer:** D

#### NEW QUESTION 160

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 162

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 165

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 167

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