

Dumps4u.com

Salesforce

MARKETING-CLOUD-DEVELOPER Exam

Salesforce Certified Marketing Cloud Developer Exam

**Questions & Answers
(Demo Version – Limited Content)**

**Thank you for Downloading MARKETING-CLOUD-DEVELOPER
exam PDF Demo**

<https://www.dumps4u.com/marketing-cloud-developer-dumps/>

Version: 6.0

Question: 1

Clock Kicks would like to encrypt and store form data submitted from a CloudPage in a data extension using AMPscript. Which three encryption options could be used when creating a new key in Key Management? Choose 3

- A. SAML
- B. Asymmetric
- C. RSA
- D. Salt
- E. Symmetric

Answer: B

Question: 2

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: A B

Question: 3

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

Question: 4

A developer wants to create an AMPscript FOR loop that populates HTML table rows based on the number of rows and data in a target DE. Where should the developer place the FOR keyword to begin the loop?

- A. Before the <table> tag
- B. Before the <td> tag
- C. Before the <tbody> tag
- D. Before the <tr> tag

Answer: D

Question: 5

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

Question: 6

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

Question: 7

Certification Aid wants to include SSJS in an email message. Which code block can be used for this? Choose 2.

- A. `<script runat=server></script>`
- B. `<script language=ssjs></script>`
- C. `<script runat=server language=javascript></script>`
- D. `<script language=javascript></script>`

Answer: A, C

Question: 8

How can subscriber, system, and sendable Data Extension attributes be referenced for content personalization using SSJS? Choose 1.

- A. `<ctrl:field name="attributeName" />`
- B. `<field name="attributeName" />`
- C. `<ctrl:attribute name="attributeName" />`
- D. `<ctrl:var name="attributeName" />`

Answer: A

Question: 9

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

Question: 10

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

Thank You for trying MARKETING-CLOUD-DEVELOPER PDF Demo

<https://www.dumps4u.com/marketing-cloud-developer-dumps/>

Start Your MARKETING-CLOUD-DEVELOPER Preparation

[Limited Time Offer] Use Coupon “**Dumps20**” for extra 20% discount on the purchase of PDF. Test your MARKETING-CLOUD-DEVELOPER preparation with actual exam questions.