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Salesforce Certified Marketing Cloud Developer (SP24)

Salesforce Marketing-Cloud-Developer

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QUESTION NO: 1

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

QUESTION NO: 2

New subscribers at Northern Trail Outfitters (NTO) are added to a data extension. NTO would like to send these subscribers a welcome series with Journey Builder.

What would allow the data extension to be selected for journey entry?

- A. At least one Campaign must be associated to the data extension.
- B. The Triggered Send Template must be used to create the data extension.
- C. The data extension must be configured for sending.
- D. The data extension must contain a field of the EmailAddress data type.

ANSWER: C

QUESTION NO: 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. phonenumbers
- C. emailaddress
- D. subscribers

ANSWER: A

QUESTION NO: 4

An email requires custom AMPscript to append the subscriber's zip code to a link in the email. A field name zipcode already exist in the sending data extension. Its important Marketing Cloud tracks subscribers who click on the link. Which two AMPscript functions should be used in the setup? Choose

- A. 2Lookup
- B. Contact
- C. RedirectTo
- D. HTTPGet

ANSWER: B C

QUESTION NO: 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 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: B C

QUESTION NO: 6

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

QUESTION NO: 7

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: A B

QUESTION NO: 8

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

QUESTION NO: 9

A developer has a text field in a data extension they want to format using the FormatCurrency AMPscript function. Which two values would return \$6.96? Choose 2

- A. 6,961
- B. 6.96
- C. \$6.96
- D. 6.96

ANSWER: C D

QUESTION NO: 10

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