

[Q23-Q47 Excellent Marketing-Cloud-Developer PDF Dumps With 100% VCEPrep Exam Passing Guaranteed [Jun-2022]



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NO.23 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

- * `_Subscribers`
- * `_Subscribers`
- * `_AllSubscribers`
- * `_Click`

NO.24 Certification Aid wants to include SSJS in an email message. Which code block can be used for this? Choose 2.

- * `<script runat=server></script>`

- * `<script language=ssjs></script>`
- * `<script runat=server language=javascript></script>`
- * `<script language=javascript></script>`

NO.25 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.

- * Personalization Builder API
- * Event Notification API
- * Transactional Messaging API
- * Journey Builder API

NO.26 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

- * Import definition to the necessary data extension
- * File transfer activity to the Import directory for decryption
- * File drop to the SFTP Root directory
- * File drop to the SFTP Import directory
- * File transfer activity to the Safehouse for decryption

NO.27 A developer needs to determine why a Query Activity in an Automation has failed.

Which three scenarios could have caused this? Choose 3 answers

- * The query takes more than 60 minutes to run.
- * The query is returning more than one million rows.
- * The query results in duplicate rows not allowed by the primary key.
- * The query is not returning a value for a non-nullable field.
- * The query is inserting a value that is larger than the size of a field.

NO.28 A marketing director at Northern Trail Outfitters wants to analyze the Send, Click, and Open Data Views. Which activities should the developer build to generate the data before transferring it to the SFTP?

- * Query Activity > Tracking Extract
- * Data Views Extract > Filter Activity
- * Filter Activity > Data Extension Extract
- * Query Activity > Data Extension Extract

NO.29 A developer wants to design a custom subscription center in CloudPages. The developer prefers to code in AMPscript, but is also skilled in Server-Side JavaScript. While the developer is confident their code is of high quality, they would still like to handle unexpected errors gracefully to ensure the best user experience. Which feature should handle this scenario?

- * Wrapping the code in a Server-Side JavaScript Try/Catch block
- * Using RaiseError AMPscript function when an error occurs
- * Marketing Cloud automatically handles any error scenario that may occur
- * Wrapping the code in a AMPscript HandleError block

NO.30 A developer wants to build an audience by identifying subscribers who opened a specific email. Which query should the developer use?

- * `SELECT * FROM _Open WHERE ListID = 1234;`
- * `SELECT * FROM _Open WHERE JobID = 1234;`
- * `SELECT SubscriberID FROM _Open WHERE JobID = 1234;`
- * `SELECT SubscriberKey FROM _Open WHERE JobID = 1234;`

NO.31 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

- * SAML
- * Asymmetric
- * RSA
- * Salt
- * Symmetric

NO.32 A developer wants to inject a Contact into a journey using API. What method and route would be used to accomplish this?

- * Post / contacts/v1/contacts
- * Post/v1hub/datevents/key:[key] /rows / {primaryKeys
- * Post/ interaction/ v1/events
- * Post/interaction/v1/interactions

NO.33 A developer needs to configure an Email Send Logging Data Extension for a new business unit. Which option should be used?

- * Create and ensure it has the name Send Log
- * Salesforce Support should create the data extension
- * Create from a copy of an existing Send Log in another business unit
- * Create using the SendLog Data Extension Template

NO.34 A developer identified a use case where a triggered send of an email is needed. The developer already successfully set up authentication with a Client ID and Client Secret has used them in several REST calls. When the REST call is made, a 401 Unauthorized error is returned. What is the first thing the developer should check?

- * The send permissions have been granted for the Client ID and Client Secret within Installed Packages.
- * The email interaction has been started
- * The automation permissions have been granted for the Client ID and Client Secret within Installed Packages.
- * The email interaction has been published.

NO.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?

- * `SELECT TOP 1 c.SubscriberKey, c.eventDate FROM _Click c ORDER BY c.eventDate DESC`
- * `SELECT c.SubscriberKey, MIN (c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey`
- * `SELECT c.SubscriberKey, MAX(c.eventDate) AS eventDate FROM _Click c GROUP BY c.SubscriberKey`
- * `SELECT c.SubscriberKey, c.eventDate FROM _Click c WHERE c.IsUnique = 1`

NO.36 A developer initiated a batch delete of Contacts in Contact Builder due to an import error during implementation. There are over two million records that need to be deleted.

Which two factors should be considered when batch deleting large volumes of contacts? Choose 2 answers

- * Up to one million records can be deleted in each batch.
- * To more quickly remove contact information, use the suppression period length of 14.
- * The deletion process supersedes other automated account activities.
- * The suppression status does not show for individual contacts until the entire batch processes.

NO.37 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?

- * Result Object and EmailAddress
- * Result Object and ConservationID

- * ResultItem Object and OrderID
- * ResultItem Object and RequestID

NO.38 NTO wants to trigger a receipt email via the SOAP API whenever a customer makes a purchase. Their developer wrote the call using the TriggerSendDefinition object and the Create method, but no emails have been sent during his initial testing. Which object and method should the developer use?

- * TriggerSend object and Update method
- * TriggerSend object and Create method
- * TriggerSendDefinition object and Execute method
- * TriggerSendDefinition object and Update method

NO.39 What is the operational order of the Contact Delete process for Marketing Cloud?

- * Delete initiated > Suppression phase > Final Deletion
- * Delete initiated > Final deletion
- * Delete initiated > Final deletion > Suppression phase
- * Data identified > Suppression phase > Delete initiated > Account page

NO.40 How often should a developer request a new token when making multiple API calls in v1?

- * When changing routes/objects
- * Before every new call
- * Once an hour
- * Every 15 minutes

NO.41 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

- * Use the DataExtensionObject SOAP object
- * Use the /hub/v1/aataevents REST route
- * Use the DataExtension SOAP object
- * Upload a file to the Enhanced SFTP for import

NO.42 What can be created in Attribute Groups within Contact Builder? Choose 2.

- * Data Extensions
- * Relationships
- * Populations
- * Attribute Groups

NO.43 Which of the following is a valid comment within an AMPscript code block? Choose 1.

- * `–comment`
- * `// comment`
- * `– comment –>`
- * `/* comment */`

NO.44 NTO wants to exclude sending an email at send time to those with a record on the `‘Exclude’` Data Extension.

The primary key on this data extension is Subscriber Key. How would a developer write the Exclusion Script?

- * `Lookup (‘Exclude’,’EmailAddress’,’SubscriberKey’,’SubscriberKey)`
- * `Lookup (‘Exclude’,’SubscriberKey’,‘EmailAddress’,’emailaddr_)`
- * `Rowcount (LookupRows(‘Exclude’,’SubscriberKey,’SubscriberKey) >0)`
- * `Rowcount (LookupRows(‘Exclude’,’SubscriberKey,’SubscriberKey) >1)`

NO.45 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?

- * SELECT * FROM _Job J INNER JOIN _Sent S on J.EmailName LIKE '‘TEST%’';
- * SELECT * FROM _Job INNER JOIN _Sent on JobID = JobID WHERE EmailName LIKE '‘TEST%’';
- * SELECT * FROM _Job J INNER JOIN _Sent S ON.JobID = S.JobID WHERE J.EmailName LIKE '‘TEST%’';
- * SELECT * FROM _Job J INNER JOIN _Sent S on J.JobID = JobID = S.JobID WHERE J.EmailName = '‘TEST%’';

NO.46 A developer is creating a custom preference center and wants to log unsubscribed events from the CloudPage. Which set of parameters should be captured and provided to the LongUnsubEvent Execute Call to ensure accurate unsubscribe information?

- * SubscriberKey and JobID
- * SubscriberID and BatchID
- * EmailAddress and JobID
- * SubscriberKey and BatchID

NO.47 A developer uses an API to send data to a Marketing Cloud data extension once every five minutes using the REST API. They notice data does not always write to the data extension, leading to data loss.

Which three best practices are recommended to avoid this issue? Choose 3 answers

- * In case of '‘Not Authorized’ errors, request a new Access Token and attempt the call again.
- * In case of Server errors, request a new Access Token before each request.
- * In case of Server errors, ensure the Server is available and attempt the call again.
- * Use Username and Password authentication instead of OAuth client ID and client secret.
- * Store the expiry of the access token to ensure a new token is requested if the old one is invalid.

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