Salesforce

Salesforce-Marketing-Cloud-Developer

Salesforce Certified Marketing Cloud Developer

Question: 49

A developer wants to personalize a welcome email with the recipient's first name from the Customers data extension, which is different from the targeted sending data extension named NewSubscribers. Both data extensions contain the unique identifier in a field named CustomerKey .

Which AMPscript Syntax would populate the first name personalization as requested?
A. %%=Lookup('Customers', 'FirstName', 'ContactID', CustomerKey)=%%
B. %%=Lookup('Customers', 'FirstName', 'CustomerKey', CustomerKey)=%%
C. %%=Lookup('Customers','FirstName','CustomerKey', 'CustomerKey')=%%
D. %%=Lookup('NewSubscribers','FirstName','ContactID',CustomerKey)=%%

Answer: B

Question: 50

A developer wants to use the Marketing Cloud SOAP API to retrieve which subscribers were sent a particular email .

Which SOAP API object should be used?
A. Send
B. ListSend
C. SentEvent
D. LinkSend

Answer: C

Question: 51

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: A,D,E

Question: 52

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

Question: 53

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 unsubscriber from _Subscribers within the Parent business unit
D. Query status from _ListSusbscribers within the Parent business unit

Answer: B

Question: 54

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

Question: 55

A developer is experiencing timeouts when testing a SQL Query Activity in Automation Studio .

How should the developer optimize the query?
A. Configure a longer timeout period within Administration in Automation Studio.
B. Use intermediate tables to break queries into smaller parts.

C. Ensure all SQL Query Activities are in the same step in the automation.
D. Limit joins to the INNER JOIN within all SQL Query Activities.

Answer: B

Question: 56

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

Question: 57

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

Question: 58

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: 59

A developer is implementing a custom profile center and using the LogUnsubEvent request .

Which parameter is required for the event to be tied to the appropriate send?
A. JobID
B. ListID
C. Unsub Reason
D. SubscriberKey

Answer: A

Question: 60

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