

DUMPS ARENA

Salesforce Certified Marketing Cloud Developer

Salesforce Marketing-Cloud-Developer

Version Demo

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QUESTION NO: 1

A developer needs to write AMPscript to ensure the expiration date on a coupon is the last day of the month. What would produce the desired result?

- A. Find the first day of next month and subtract one day
- B. Use the date format string for last day of month within FormatDate
- C. Add one month using DateAdd to now
- D. Add 30 days using DateAdd to now

ANSWER: A**QUESTION NO: 2**

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 NO: 3**

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: 4

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 (e.g. OCT26). How should the filename pattern be defined? Choose 2.

- A. %%Month%%%%Day%%
- B. %%MMDD%%
- C. Ends With operator
- D. Begins With operator

ANSWER: A D**QUESTION NO: 5**

Which of the following statements are correct concerning Populations in Contact Builder? Choose 2.

- A. Populations are used to create large subgroups Contacts.
- B. Populations need to be added to an Attribute Group.
- C. No more than three Populations should be created.
- D. Populations should be used for segmentation

ANSWER: A C**QUESTION NO: 6**

A developer wants to set a variable to use a field from a Sendable Data Extension.

Which two options could be used in an AMPscript block to set the variable as a 'First Name' field from a Sendable Data Extension used to send the email? Choose 2 answers

- A. SET @firstName = [First Name]
- B. SET @firstName = %%First Name%%
- C. SET @firstName = attributeValue ("First Name")
- D. SET @firstName = "First Name"]

ANSWER: C**QUESTION NO: 7**

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: C D

QUESTION NO: 8

A developer wants to review the available properties for using the DataExtensionField SOAP API object.

Where could the developer find this information

- A. Open the Object Inspector in the Salesforce Developer Console
- B. Developer Center at <https://developer.salesforce.com>
- C. Contact Support and request the information

ANSWER: B

QUESTION NO: 9

A customer wants to export send data to their SFTP. Which two automations would accomplish this? Choose 2

- A. Tracking Extract
- B. Tracking Extract > File Transfer
- C. Query (Data Views) > Data Extension Extract > File Transfer
- D. Query (Data Views) > File Transfer

ANSWER: B C

QUESTION NO: 10

A developer started a Contact Delete process that is now complete.

In which two places would the Contact Delete process remove data? Choose 2 answers

- A. Non-Sendable Data Extensions
- B. Import Files on the Enhanced SFTP
- C. Sendable Data Extensions
- D. Mobile Lists

ANSWER: C D