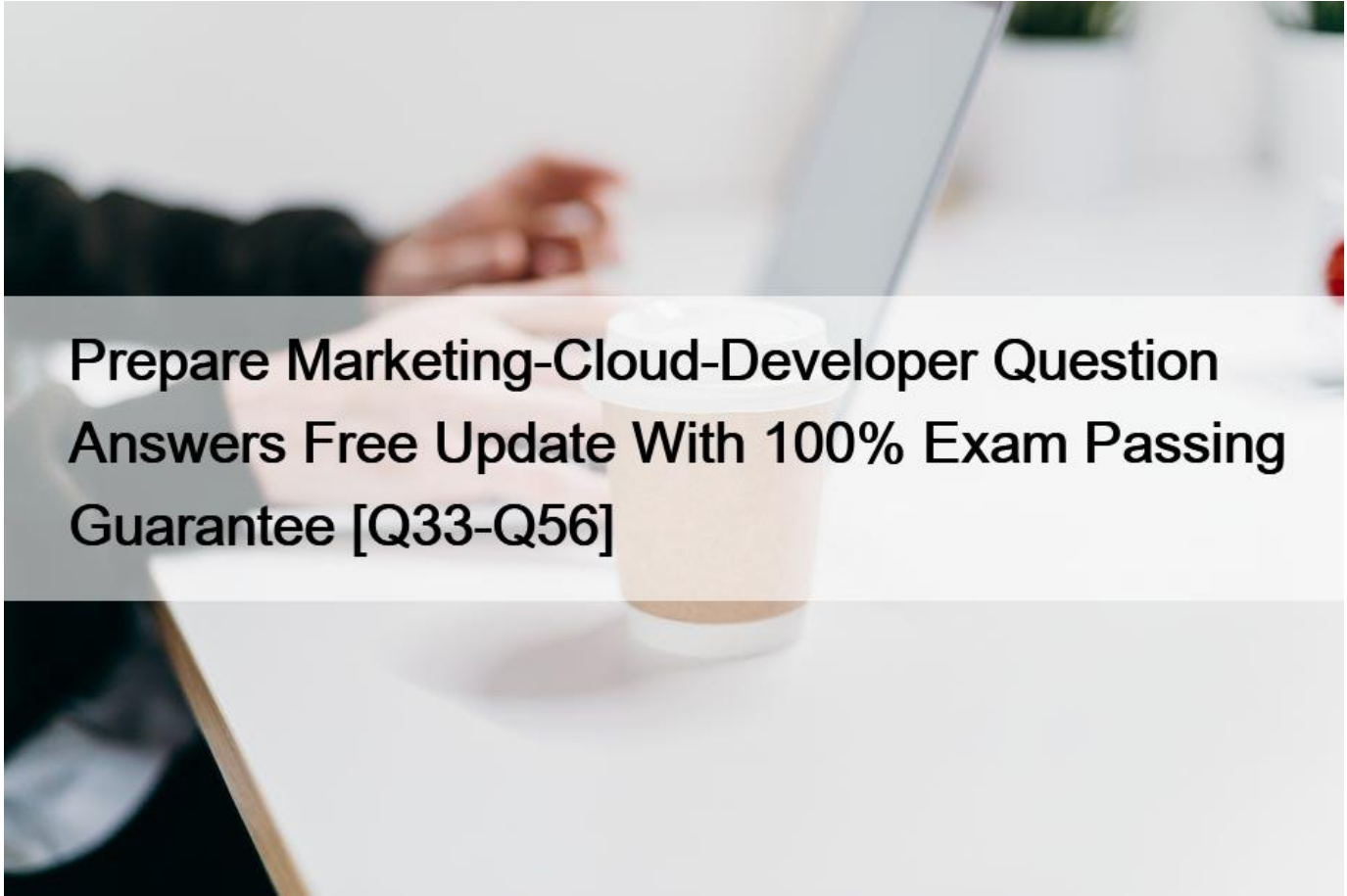


## Prepare Marketing-Cloud-Developer Question Answers Free Update With 100% Exam Passing Guarantee [Q33-Q56]



Prepare Marketing-Cloud-Developer Question Answers Free Update With 100% Exam Passing Guarantee [2024]  
Dumps Real Salesforce Marketing-Cloud-Developer Exam Questions [Updated 2024]

### QUESTION 33

A developer wants to add an image to Content Builder via the API and retrieve the image's published URL.

Which method should the developer use?

- \* GET using the RESTAPI/asset/v1/content/assets and parse the FileProperties parameter
- \* Use the SOAP API to create a Porfoglio object and identify the Source property
- \* POST to the REST API/asset/v1/content/categories and parse the Description parameter
- \* POST to the RESTAPI/asset/v1/content/assets and parse the FileProperties parameter

### QUESTION 34

A developer wants to create a Synchronized Data Extension containing Lead data from Sales Cloud. They only want to include record which contain a phone number. Each of the following flied contains this information per these rules: -Phone is not black

(Data Type = Phone) -PhoneExist is true (Data Type = Boolean) -ValidPhone is 'true'; (Data Type = Formula(Boolean)) -ContactType equals 'Phone'; (Data Type = Text). Which field could be used to select a subset of records in the synchronization configuration?

- \* ValidPhone
- \* Phone
- \* ContactType
- \* PhoneExists

### QUESTION 35

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

### QUESTION 36

A developer created a landing page in CloudPages which return unique content when subscriber data is located on a related data extension. The developer does not know if all subscribers have rows in the related data extension, and want default content to render if no subscriber data is found on the related data extension.

Which best practice should the developer follow to control the unique and default content?

- \* Use the RowCount function and an IF statement
- \* Use the Lookup, Row and Field functions
- \* Use the LookupOrderRows and Row functions
- \* Use the DataExtensionRowCount function

### QUESTION 37

A developer wants to retrieve a row of data from a data extension using the SOAP API. Which API Object should be used for this call?

- \* DataExtensionField
- \* DataExtension
- \* DataExtensionObject
- \* Row

### QUESTION 38

A developer wants to retrieve all records in the OrderDetails data extension which are associated with a particular customer.

Which two AMPscript functions would return a suitable rowset?

Choose 2 answers

- \* LookupRows
- \* LookupOrderedRows
- \* Row
- \* Lookup

### QUESTION 39

Which activity is required before a compressed file can be imported?

- \* Import File
- \* Data Extract
- \* Decompress File
- \* File Transfer

#### QUESTION 40

A developer is querying data from the \_Bounce data view and storing it in a data extension. They have found that sometimes the fields SMTPBounceReason and SMTPCode exceed the 4000-character limits for each field as specified in the DE schema. After consulting with the original requestor, it was decided that they could simply store the first 4000 characters for each of those fields.

Which SQL function could be used for this purpose?

- \* RIGHT
- \* FIRST
- \* LEFT

#### QUESTION 41

NTO had an Enterprise 2.0 account; subscribers unsubscribe 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?

- \* Create Data Extract of all Subscribers within the Parent Business unit
- \* Create Data Extracts of All Subscribers within each Child business unit
- \* Query unsubscribed from \_Subscribers within the Parent business unit
- \* Query status from \_ListSubscribers within the Parent business unit

#### QUESTION 42

What is the purpose of the IF statement below?

```
%%[
SET @rows = LookupRows('DEName', 'SubscriberKey', _SubscriberKey)
IF RowCount(@rows) > 0 THEN
  SET @row = row(@rows)
  SET @image = Field(@row, 'image')
]%%

%%[ ENDIF ]%%
```

- \* To handle when no row is returned by the LookupRows function
- \* To handle when the subscriber is in a held status
- \* To handle when images are broken
- \* To handle when there are multiple records in the data extension for the subscriber

#### QUESTION 43

Certification Aid wants to create Contacts in Marketing Cloud via API calls. Which API should be used for this? Choose 2.

- \* POST /contacts/v1/contacts route

- \* SOAP API
- \* REST API
- \* Contact object

#### QUESTION 44

Northern Trails Outfitters (NTO) has a sendable data extension with 1,500,000 contact records they want to delete.

Which step is required before deleting the contacts?

- \* Query the records into a new sendable data extension and delete it
- \* Navigate to Contact Builder and delete the data extension
- \* Divide the records in half and delete each resulting data extension
- \* Navigate to Email Studio and delete the data extension

#### QUESTION 45

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`

#### QUESTION 46

How many month of data can a developer query from the tracking data views (\_Sent, \_Open, \_Click)?

- \* Six Months
- \* One Month
- \* 12 Months
- \* There is no limit

#### QUESTION 47

Northern Trails Outfitters (NTO) developers want to use the Transactional Messaging API to send email receipts to customers.

What is the first step required to send using the API?

- \* POST to /messaging/v1/email/messages/ with clientjd
- \* Request a token using the v1/requestToken endpoint
- \* Request a token using the v2/authorize endpoint
- \* POST to /messaging/v1 with clientjd and client\_secret

#### QUESTION 48

Certification Aid created a journey and event definition in Marketing Cloud. Which of the following resources are relevant to inject Contacts into the journey using the REST API? Choose 2.

- \* `POST /eventDefinitions/key:{key} or /eventDefinitions/{id}`
- \* `POST /interaction/v1/events`
- \* `POST /interaction/v1/interactions/contactentry`
- \* `GET /eventDefinitions/key:{key}`

### QUESTION 49

Northern Trail Outfitters (NTO) uses a numeric identifier for Subscriber Key. Customer data is stored in a data extension with the Subscriber Key set as a Primary Key.

Which step is required for NTO when creating relationships for this data extension in Data Designer?

- \* Link the Contact ID to the Subscriber Key when creating the relationship
- \* Use a one-to-one cardinality when creating the relationship
- \* Link the Contact Key to the Subscriber's email address when creating the relationship
- \* Set Subscriber Key as a text data type before linking the data extension to Contact Key

### QUESTION 50

A company needs to retrieve a large number of rows from a DE via the API. Which two solutions would optimize the performance?  
Choose 2

- \* Use a SimpleFilterPart to retrieve small sets of relevant data.
- \* Use AMPscript API functions on a CloudPage
- \* Use the ContinueRequest feature
- \* Use the REST API instead of the SOAP API

### QUESTION 51

A developer needs to process a payload from an external system in a CloudPage.

What Marketing Cloud Server-Side JavaScript Platform function should be used for converting a string payload in JSON format to a JavaScript object?

- \* Base64Decode
- \* ParseJSON
- \* CreateObject
- \* Stringify

### QUESTION 52

A developer is managing the data model programmatically and needs to access Attribute Group schema via the API. Which API should the developer use?

- \* Bulk
- \* SOAP
- \* XML
- \* REST

### QUESTION 53

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 =

16;Tacos?

- \* 3

- \* 1
- \* 5
- \* 4

#### QUESTION 54

A developer wants to retrieve daily JSON data from a customer's API and write it to a data extension for consumption in Marketing Cloud at a later time.

What set of Server-Side JavaScript activities should the developer use?

- \* Platform.Function.InvokeRetrieve(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();
- \* Platform.Function.HTTPGet(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();
- \* Platform.Function.InvokeRetrieve(); Platform.Function.Stringify(); Platform.Function.UpsertDE();
- \* Platform.Function.HTTPGe(); Platform.Function.Stringify(); Platform.Response.Write();

#### QUESTION 55

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.

#### QUESTION 56

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,emailddr\_)
- \* Rowcount (LookupRows(Exclude,SubscriberKey,SubscriberKey) >0)
- \* Rowcount (LookupRows(Exclude,SubscriberKey,SubscriberKey) >1)

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