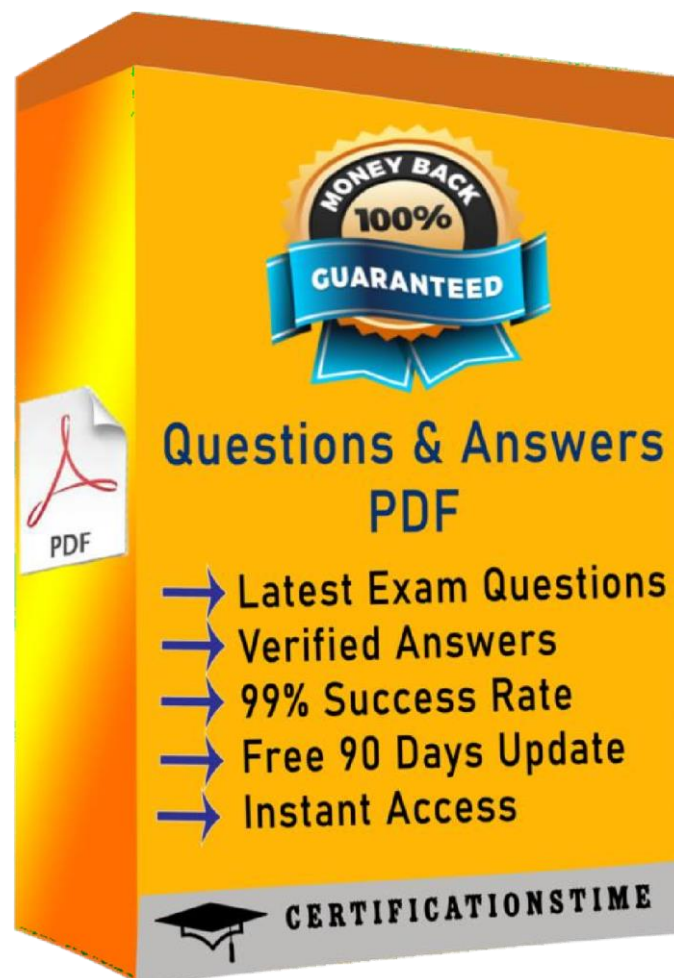


Salesforce

Marketing-Cloud-Developer

Salesforce Certified Marketing Cloud Developer (SU21)



QUESTION & ANSWERS

QUESTION 1

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

- A. SAML
- B. Asymmetric
- C. RSA
- D. Salt
- E. Symmetric

Correct Answer: B

QUESTION 2

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 field 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?

- A. ValidPhone
- B. Phone
- C. ContactType
- D. PhoneExists

Correct Answer: B

QUESTION 3

Certification Aid wants to update Contact data stored in a Data Extension using the REST API. What is required to achieve this? Choose 1.

- A. The Data Extension must be in an Attribute Group.
- B. The Data Extension must be in a Population.
- C. The Data Extension must be sendable.
- D. The Data Extension must be created in Email Studio.

Correct Answer: B

QUESTION 4

Northern Trail Outfitters is using a mobile campaign to collect email addresses of interested subscribers. Using AMPScript's API functions they will send a confirmation email when an email is texted into their short code. Which two objects are required to successfully create a TriggeredSend object? Choose 2 answers

- A. Subscribers
- B. TriggeredSendDefinition
- C. Attribute
- D. Contact

Correct Answer: B,D

QUESTION 5

Where can the SSJS Core library be used? Choose 2.

- A. SMS messages
- B. Marketing Cloud apps
- C. Landing pages
- D. Email messages

Correct Answer: B,C

QUESTION 6

From which business unit could the Contact Delete feature be used within an Enterprise 2.0 account?

- A. Any business unit
- B. The Parent account
- C. Only in Agency accounts
- D. The business unit where the contact was introduced

Correct Answer: D

QUESTION 7

NTO is using a mobile campaign to collect an email addresses of interested subscribers. Using AMPscript's API functions they will send a confirmation email when an email is texted into their short code. Which two objects are required to successfully create a TriggerSend object? Choose 2

- A. Attribute
- B. TriggerSendDefinition
- C. Contact
- D. Subscribers

Correct Answer: A,C

QUESTION 8

A developer is building an integration with the Marketing Cloud API. In which two ways should the Client ID and Client Secret credentials be stored? Choose 2

- A. Set credentials as environment variables in the application platform
- B. Pass credentials in URL parameters over HTTPS
- C. Set credentials as variables in application source code
- D. Store credentials in a key management system (KMS)

Correct Answer: A,D

QUESTION 9

NTO uses data extensions to manage the subscriber information used for their email sends, and those sends includes calls to update records with new or different subscriber information. The developer handling these records writes some AMPscript to check and see if the data extension containing those records updated using an InsertDE() call if the record doesn't yet exist. Why would the developer receive an error stating the application cannot insert a duplicate value for the primary key in the data extension?

- A. The InsertDE function will always insert two rows into a data extension as part of the call
- B. The InsertDE function cannot be used with name and value pairs
- C. The InsertDE function comes after the system added the row as part of the email send
- D. The InsertDE function cannot be used at send time

Correct Answer: C

QUESTION 10

Certification Aid wants to import data from a CSV file into a Data Extension. The CSV file contains all relevant data. New records should be added to the Data Extension, and records which are not in the file should be removed from the Data Extension. Which import operation should be chosen for this? Choose 1.

- A. Add only
- B. Overwrite
- C. Add and update
- D. Update only

Correct Answer: B

QUESTION 11

A developer wants to upload a base64-encoded file to Content Builder using an API Installed Package but receives an insufficient Privileges error. What should the developer check to troubleshoot the error?

- A. Validate Client Id and Client Secret are correct
- B. Verify the Asset Type Id matches the Asset Type Name
- C. Confirm the REST Base URI uses the correct subdomain
- D. Confirm the Component's Channel options are available

Correct Answer: B

QUESTION 12

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

Correct Answer: B

QUESTION 13

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

- A. Six Months
- B. One Month
- C. 12 Months
- D. There is no limit

Correct Answer: A

QUESTION 14

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.

Correct Answer: A,D,E