

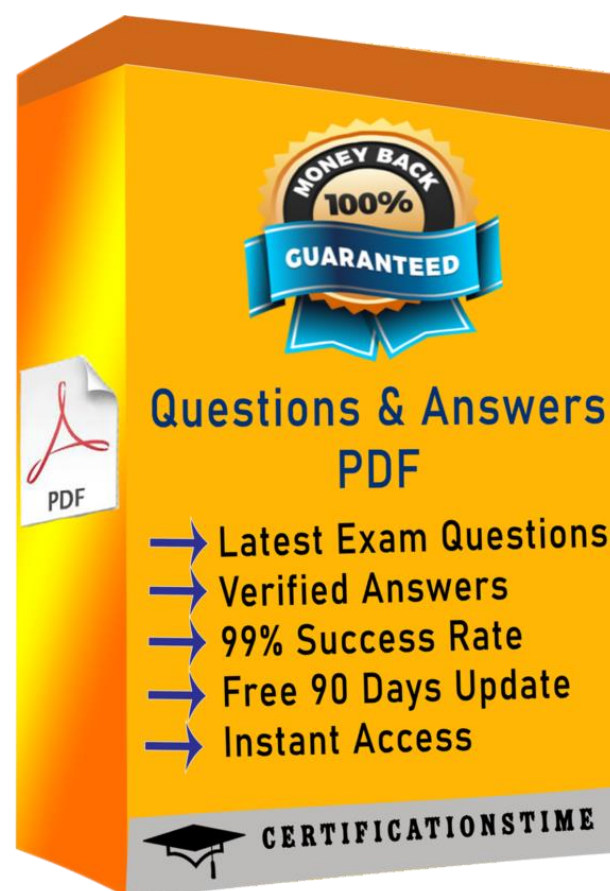


Salesforce

Exam Questions Marketing-Cloud-Developer

Salesforce Certified Marketing Cloud Developer

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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

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