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The second format of Salesforce Certified Marketing Cloud Developer Exam (Marketing-Cloud-Developer) is the web-based practice exam that can be taken online through browsers like Firefox, Chrome, Safari, MS Edge, Internet Explorer, and Microsoft Edge. You don't need to install any excessive plugins or Software to attempt the web-based Practice Marketing-Cloud-Developer Exam. All operating systems also support the web-based practice exam.

The Salesforce Marketing-Cloud-Developer exam consists of 60 multiple-choice questions that must be completed within 105 minutes. To pass the exam, candidates must achieve a minimum score of 63%. Marketing-Cloud-Developer exam fee is $400, and it can be taken either online or at a testing center. Earning the Salesforce Certified Marketing Cloud Developer certification can help professionals advance their careers and gain recognition as skilled Marketing Cloud experts.

Salesforce Marketing-Cloud-Developer is a certification exam that is designed to test the knowledge and skills of professionals who want to work with Salesforce Marketing Cloud. Marketing-Cloud-Developer Exam is intended for candidates who have experience in developing and implementing marketing automation solutions using Salesforce Marketing Cloud. Marketing-Cloud-Developer exam verifies the candidate's ability to use their expertise to design, implement, and deploy marketing automation solutions that meet the needs of businesses.

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Salesforce Marketing-Cloud-Developer certification exam is a valuable credential for developers who specialize in Marketing Cloud. It is a comprehensive assessment of a developer's knowledge and skills related to the platform and can help them advance their career and increase their earning potential. If you are a developer with experience in Marketing Cloud and want to take your career to the next level, then the Salesforce Marketing-Cloud-Developer Certification is the right choice for you.

Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q152-Q157):

NEW QUESTION # 152
An email requires custom AMPscript to append the subscriber's zip code to a link in theemail. 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. RedirectTo
- B. Contact
- C. 2Lookup
- D. HTTPGet

Answer: A,C

Explanation:
To append the subscriber's zip code to a link and ensure that the clicks are tracked, you should use the Lookup function to retrieve the zip code from the data extension and the RedirectTo function to create the link with tracking enabled.
* Lookup: Retrieves the zip code from the data extension.
* RedirectTo: Ensures that the link with the appended zip code is tracked.
* Example:
ampscript
Copy code
%%[SET @zipcode = Lookup("DataExtensionName", "zipcode", "SubscriberKey", _subscriberkey) SET @link = Concat("http://example.com?zip=", @zipcode)]%% Click Here
:
Salesforce AMPscript Lookup Function
Salesforce AMPscript RedirectTo Function

NEW QUESTION # 153
Certification Aid created following AMPscript code: %%[SET @var1 = 10 SET @var2 = 20 SET @var3 = 30]%% How can the three variables be summed up to evaluate to 60? Choose 1.

- A. SET @total = Add(@var1, @var2, @var3)
- B. SET @total = Sum(@var1, @var2, @var3)
- C. SET @total = @var1 + @var2 + @var3
- D. SET @total = Add(@var1, Add(@var2, @var3))

Answer: D

Explanation:
To sum up multiple variables in AMPscript, the Add function should be used. The Add function can be nested to handle multiple values.
* Example:
%%[SET @total = Add(@var1, Add(@var2, @var3))]%%
1: Salesforce AMPscript Add Function

NEW QUESTION # 154
A developer wants to programmatically inject Contacts into a journey via REST API. What is the recommended route using POST data extension fields and values?

- A. /contacts/v1/contactEvents
- B. /interaction/v1/eventDefinitions
- C. /interaction/v1/interactions
- D. /interaction/v1/events

Answer: D

Explanation:
To programmatically inject Contacts into a journey via the REST API, the recommended route is /interaction /v1/events. This endpoint allows you to trigger an event which can be configured to start a journey for the specified contacts.
References:
Salesforce Marketing Cloud REST API
Journey Builder API

NEW QUESTION # 155
Northern Trail Outfitters uses a Send Log and sends more than one million emails per day. They want to execute daily reports on all subscriber activity without impacting send performance.
Which set of best practices should be implemented"

- A. Copy new Send Log records to an Archive data extension, then run reports from the Archive data extension.
- B. Add a data retention policy to the Send Log. then run reports from the _Opens data view.
- C. Add a data retention policy to the Send Log. then run reports from the Send Log data extension.
- D. Copy new Send Log records to an Archive data extension, then run reports from the Send Log data extension.

Answer: A

Explanation:
To execute daily reports on all subscriber activity without impacting send performance, the best practice is tocopy new Send Log records to an Archive data extension, then run reports from the Archive data extension (C). This approach ensures that the reporting activity does not interfere with the performance of ongoing send operations.
References:
* Salesforce Marketing Cloud Send Log Best Practices
* Data Extension Best Practices

NEW QUESTION # 156
A developer wants to build out a series of CloudPages that will interact with several REST APIs.
Which Marketing Cloud supported scripting tool should be used?

- A. SSJS
- B. GTL
- C. AMPscript

Answer: A

NEW QUESTION # 157
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