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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q40-Q45):

NEW QUESTION # 40

A developer wants to configure an automation to import files placed on the SFTP shared by a customer's data vendor. The

automation will start when a file matching a specific naming pattern is encountered in the Import folder. The first step of the automation is a File Import Activity referencing a substitution string for the matching file. Which substitution string represents the name of the file?

- A. %%FILENAME%%
- B. %%FILENAME_FROM_IMPORT%%
- C. %%TRIGGER_FILENAME%%
- D. %%FILENAME_FROM_TRIGGER%%

Answer: C

Explanation:

When configuring an automation to import files placed on the SFTP, and starting the automation based on a file matching a specific naming pattern, the substitution string that represents the name of the file is %% TRIGGER_FILENAME%%. This substitution string is used to reference the filename of the triggering file in the File Import Activity.

References:

Salesforce Marketing Cloud Documentation on Automation Studio
File Import Activity

NEW QUESTION # 41

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

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

Answer: B,C

Explanation:

To export send data to their SFTP, the following automations can be used:

* Tracking Extract > File Transfer (B) - This automation extracts tracking data and then transfers the file to an SFTP location.

* Query (Data Views) > Data Extension Extract > File Transfer (C) - This automation queries the data views to gather the necessary data, extracts the data from the data extension, and then transfers the file to an SFTP location.

References:

Salesforce Marketing Cloud Tracking Extract Activity
Salesforce Marketing Cloud File Transfer Activity

NEW QUESTION # 42

A developer wants to implement a newsletter registration form on NTO's website. Prior to form submission, an email address provided by the visitor should be validated. Which option could be used to support this scenario?

- A. REST API, /address/v1/validateEmail route
- B. REST API, /messaging/v1/domainverification route
- C. SOAP API, Perform method with ValidationAction object
- D. SOAP API, Describe method with EmailAddress object

Answer: A

Explanation:

To validate an email address prior to form submission, the REST API endpoint /address/v1/validateEmail can be used. This endpoint allows you to check if the email address is formatted correctly and potentially validate it against known email address patterns.

Salesforce REST API for Email Validation

NEW QUESTION # 43

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

- A. No more than three Populations should be created.

- B. Populations should be used for segmentation
- C. Populations are used to create large subgroups Contacts.
- D. Populations need to be added to an Attribute Group.

Answer: A,D

Explanation:

Regarding Populations in Contact Builder:

* Populations need to be added to an Attribute Group (B) - This is necessary to define the relationship between the population and the associated data extensions and attributes.

* No more than three Populations should be created (C) - Creating more than three populations can lead to performance issues and complexity in managing contacts.

References:

Salesforce Marketing Cloud Contact Builder

Populations in Contact Builder

NEW QUESTION # 44

A developer wants to populate a data extension with information about all emails deployed in the last seven days. The data extension needs to contain JobID, EventDate, and the counts of how many emails were sent with each JobID.

Which data view is required to gather this information?

- A. Sent
- B. Job
- C. Journey
- D. Subscribers

Answer: A

Explanation:

The Sent data view contains records of all emails that have been sent, including details such as JobID, EventDate, and other relevant information. To gather the required information about emails deployed in the last seven days, the Sent data view should be used.

* Query Example:

```
SELECT JobID, EventDate, COUNT(*) as SentCount FROM _Sent WHERE EventDate >= DATEADD(day, -7, GETDATE()) GROUP BY JobID, EventDate
```

Salesforce Data Views

NEW QUESTION # 45

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