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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q12-Q17):

NEW QUESTION # 12

Northern Trails Outfitters is using REST API to send emails to customers after a purchase.

Which considerations should be taken regarding the token used in the API Call?

- A. Make a token API call and re-use the token for that subscriber.
- B. Make a token API call before each triggered send API call.
- **C. Make a token API call and re-use the token until the token expires.**
- D. Make a token API call and re-use the token until the next API call fails.

Answer: C

Explanation:

When using the REST API to send emails to customers after a purchase, the developer should make a token API call and re-use the token until the token expires (D). This approach optimizes API usage by reducing the number of token requests, ensuring that the token is reused until it naturally expires, after which a new token can be requested.

References:

Salesforce Marketing Cloud API Authentication
Token Management Best Practices

NEW QUESTION # 13

Northern Trail Outfitters (NTO) wants to prevent competitors from receiving a coupon email. They also want to capture email addresses of competitors who are included in the targeted audience.

Which feature could NTO use to prevent the coupon from being sent and report the email addresses skipped?

- **A. Exclusion Script**
- B. RaiseError AMPscript function
- C. Auto-Suppression list
- D. Try/Catch SSJS functions

Answer: A

Explanation:

An Exclusion Script is used to exclude certain subscribers from an email send based on defined criteria. It can also log or capture details of those excluded addresses for reporting purposes.

* Exclusion Script: This script runs before the send and can dynamically exclude recipients based on logic you define. It allows you to prevent competitors from receiving the email and to log their email addresses.

Salesforce Exclusion Script Documentation

NEW QUESTION # 14

An UpdateDE AMPscript function is used to update a column value in a data extension row when an email is sent. The emails being sent to 250,000 subscribers, but the user decides to cancel the send during the sending process and only 400 emails are sent.

How many subscriber rows would be affected by the UpdateDE function?

- A. No rows are updated
- B. All 250,000 subscribers
- C. Only subscribers who exist in All Subscribers
- **D. 400 subscribers who were sent the email**

Answer: D

Explanation:

The UpdateDE function in AMPscript updates the data extension rows as the emails are being sent. If the send is canceled and only 400 emails are sent, then only the 400 subscribers who received the email will have their data extension rows updated by the UpdateDE function.

Salesforce AMPscript UpdateDE Function

NEW QUESTION # 15

A developer wants to review the available properties for using the DataExtensionField SOAP API object.

Where could the developer find this information

- A. Open the Object Inspector in the Salesforce Developer Console
- **B. Developer Center at <https://developer.salesforce.com>**
- C. Contact Support and request the information

Answer: B

Explanation:

The developer can find information about the available properties for the DataExtensionField SOAP API object in the Developer Center at <https://developer.salesforce.com> (B). The Developer Center provides comprehensive documentation and reference materials for Salesforce APIs, including the SOAP API.

References:

Salesforce Developer Center

SOAP API DataExtensionField Object

NEW QUESTION # 16

A developer receives Error Code 5 when performing a SOAP API call. The error states: "Cannot Perform 'Post' on objects of type 'SentEvent'".

What could be the issue?

- A. The authentication token has expired.
- B. It may be a temporary network issue.
- **C. 'SentEvent' is not able to be updated using SOAP.**
- D. SOAP does not support POST; use REST

Answer: C

Explanation:

The error message "Cannot Perform 'Post' on objects of type 'SentEvent'" indicates that the SentEvent object is not updatable via the SOAP API. The SentEvent object is typically read-only and is used for tracking purposes.

* Read-Only Object: The SentEvent object is used to log events and is not designed to be modified via API calls. This is why attempts to perform POST operations on it will result in an error.

Salesforce SOAP API Error Codes

NEW QUESTION # 17

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