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Salesforce Marketing Cloud is a powerful platform for businesses to manage their digital marketing campaigns. It offers a range of tools and features that enable marketers to create and execute campaigns across a variety of channels, including email, social media, mobile, and web. The Salesforce Marketing-Cloud-Developer Certification Exam is designed to test the knowledge and skills of developers who work with the platform, and it is a valuable credential for professionals in the digital marketing industry.

Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q118-Q123):

NEW QUESTION # 118
What can be created in Attribute Groups within Contact Builder? Choose 2.

- A. Data Extensions

- B. Populations
- C. Attribute Groups
- D. Relationships

Answer: A,D

NEW QUESTION # 119
A developer used LookupRows to retrieve data when building a dynamic email.
What should be the next step before using this rowset within a FOR loop?

- A. Use RowCount to ensure the rowset contains data
- B. Close the delimited AMPscrlpt Code Block
- C. Use Row to return a specific row of the rowset
- D. Set the rowset to a new array variable

Answer: A

NEW QUESTION # 120
A developer needs to find all subscribers on the Customers data extension who made a purchase in the last 30 days. Purchase data is on the Orders data extension which contains a columncalled 'PurchaseDate'. Contacts are identified in both data extensions by a column called 'ContactKey', and the Orders data extension can contain many instances of the same subscnber.
Which SQL keyword should the developer use to achieve the desired result?

- A. INNER JOIN
- B. ORDER BY PurchaseDate ASC
- C. OUTER JOIN

Answer: A

Explanation:
To find all subscribers who made a purchase in the last 30 days, an INNER JOIN should be used to join the Customers data extension with the Orders data extension on theContactKey. This ensures that only subscribers with matching records in both data extensions are retrieved.
* SQL Query Example:
SELECTc.ContactKeyFROMCustomers cINNERJOINOrders
oONc.ContactKey=o.ContactKeyWHEREo.PurchaseDate>=DATEADD(day,-30, GETDATE())

NEW QUESTION # 121
A marketer from Cloud Kicks wants to make sure no email from their welcome journey getssent to their competitor at Rainbow Run.
Which two best practices should the developer use when setting up the Send Email Activity in the welcome journey?
Choose 2 answers

- A. Create a Filter Activity In the journey that removes the Rainbow Run domain
- B. Create an Exclusion Script with the Rainbow Run domain for use In the activity
- C. Create a Suppression List with all possible email addresses from Rainbow Run
- D. Create a data extension with the Rainbow Run domain for use with a Domain Exclusion

Answer: B,C

Explanation:
To ensure that emails are not sent to a competitor, the best practices are:
* Suppression List: Create a Suppression List that includes all possible email addresses from Rainbow Run. This list will prevent these email addresses from receiving emails.
* Exclusion Script: Create an Exclusion Script that checks the domain of the email address and excludes addresses from Rainbow Run.
1: Salesforce Suppression Lists
Reference: Salesforce Exclusion Scripts

NEW QUESTION # 122

Contact Builder can be used to create a relational model of an organization's data within Marketing Cloud.
Which three factors should be taken into consideration when preparing data to be used in Contact Builder?
Choose 3 answer

- A. Normalizing data toreduce redundancy
- B. Verifying each data extension has the required Email Address field populated
- C. Verifying data address marketing needs
- D. Verifying all data extensions have a sendable value
- E. Assigningdata relationships and primary keys across all channels

Answer: C,D,E

NEW QUESTION # 123

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