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Salesforce Certified Marketing Cloud Developer Exam Sample Questions

(Q137-Q142):

NEW QUESTION # 137

A developer is creating a CloudPage which accepts secure parameters via an email link and will submit those parameters to another CloudPage for data upsert. The page currently captures an Appointment ID parameter passed into it and sets the value to the variable caapptld. The developer does NOT want the Appointment ID to be visible to anyone using the form.
What is the best method to ensure the parameters are passed successfully to the data upsert page?

- A. <input id="apptld" type="textarea" value="%%v(@>apptld)a%%" readonly>
- B. <form action="%%=CloudPagesURL(123,'apptId',@apptId)a%%" methods "post">
- C. <form action="%%=MicrositeURL(123,,apptId",@apptId)a%%" method="post">
- D. <lnput ld=MapptId" type="textarea"value="%%v(@apptld)a%%" hldden>

Answer: B

Explanation:
To securely pass parameters between CloudPages without exposing them, use theCloudPagesURLfunction within a form action.
This method encodes the parameters and securely posts them to the target CloudPage.
* CloudPagesURL: Encodes and includes parameters securely.
* Form Method: Using thepostmethod ensures parameters are sent in the request body, adding another layer of security.

NEW QUESTION # 138

Certification Aid wants to include SSJS in an email message. Which code block can be used for this? Choose 2.

- A. <script runat=serverlanguage=javascript></script>
- B. <script runat=server></script>
- C. <script language=ssjs></script>
- D. <script language=javascript></script>

Answer: A,B

NEW QUESTION # 139

NTO wants use Personally Identifiable Information (PII) data to personalize email communications, but does not want to store PII data in Marketing Cloud. Which feature could they use to personalize emails from an external data source?

- A. External Objects
- B. Single Sign-On
- C. Tokenized Sending
- D. Salesforce Shield

Answer: C

NEW QUESTION # 140

A developer needs to import a file into a data extension which contains transactional data. The file includes a column labeled Purchase_Price with values varying from '$.05' to '$100'.
What Data Type should be used to prevent loss of data'

- A. Decimal(9,2)
- B. Text
- C. Number

Answer: A

Explanation:
The best Data Type to use for the Purchase_Price column, which includes values ranging from '$.05' to
'$100', is Decimal(9,2) (C). This data type ensures that values are stored accurately without data loss, allowing for precision up to two decimal places.

References:
Salesforce Marketing Cloud Data Extensions
Decimal Data Type

NEW QUESTION # 141
Landing pagescan use which SSJS library? 1. Core LibraryZ. Platform Library 3. SSJS Library

- A. Only 2 and 3
- B. Only1 ard2
- C. Onlyl1 and 3
- D. All 1,2 and 3
- E. None of these

Answer: B

Explanation:
In Salesforce Marketing Cloud, landing pages can use the Core Library and the Platform Library of Server-Side JavaScript (SSJS).
The Core Library provides fundamental functions, while the Platform Library provides additional functionality to interact with Marketing Cloud-specific features.
* Core Library: Provides basic SSJS functionality.
* Platform Library: Extends SSJS functionality with additional methods specific to Marketing Cloud.

NEW QUESTION # 142
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