

Exam Marketing-Cloud-Developer Guide & Exam Marketing-Cloud-Developer Materials

Use this document, you need to make a copy of it. See the 1. Step in case.

Study Sheet: Marketing Cloud Developer

The "Exam Guide" sheet helps break down topics and approximate your readiness based on your confidence.
The "Resources Checklist" sheet includes a catalogue of resources that support studying within each section.

This sheet is meant to change the colour, meaning you will always automatically.

Exam Topics	Weight	Description of what you need to know	How confident are you that you will pass this exam?	How ready are you for this exam?
Data Modeling	14%	Configure Microsoft Connect mode in Marketing Cloud	0%	0%
		Given a scenario, differentiate the various types and uses of data extensions in Marketing Cloud	0%	
		Describe how Contact Records relate across channels	0%	
Programmatic Languages	35%	Assign the Scripted Send process	0%	0%
		Given a scenario, demonstrate knowledge of multiFactor language syntax and functions	0%	
		Given a scenario, demonstrate knowledge of SQL language syntax and functions	0%	
API	22%	Implement standard development best practices using Marketing Cloud programming languages	0%	0%
		Describe how Marketing Cloud handles asynchronous processing	0%	
		Given a customer scenario, determine how to programmatically exclude a subscriber at email send time	0%	
Data Management	22%	Describe the relationship between Marketing Cloud and Salesforce	0%	0%
		Given a scenario, describe API objects, methods, and routes	0%	
		Identify the main components of the Salesforce Connector	0%	
Security	7%	Describe the OAuth authentication flow and how an access token is used in SOAP and REST requests	0%	0%
		Given a scenario, evaluate the significance of password hashing	0%	
		Describe the process for setting up Salesforce Data Extensions	0%	
How ready am I to take this exam based on my confidence levels?	0%	Describe the capabilities and limitations with Web Content	0%	0%
		Configure Import Activity using various file formats within Marketing Cloud	0%	
		Given a scenario, identify SQL to produce the desired results	0%	
You're not Ready	0%	Given a scenario, explain the different ways to select data from Marketing Cloud	0%	0%
		Describe SQL best practices for managing data in Marketing Cloud	0%	

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Salesforce is a leading cloud-based customer relationship management (CRM) solution that helps businesses to manage their sales, marketing, and customer support processes. The Salesforce Marketing Cloud is a part of the Salesforce platform that provides powerful tools for marketers to create and manage personalized campaigns across multiple channels. The Marketing Cloud also offers a range of developer tools and APIs that allow developers to build custom solutions and integrations.

Salesforce Marketing-Cloud-Developer Certification Exam is designed to test the knowledge and skills of professionals who work with the Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Developer Exam certification validates that the individual has the expertise required to create and manage complex marketing automation processes and integrations.

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Developer Check

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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q174-Q179):

NEW QUESTION # 174

A developer is using the legacy endpoint `www.exacttargetapis.com` and has been asked to switch to Tenant Specific Endpoints (TSEs). What is a benefit of switching to TSEs?

- **A. Improved API performance**
- B. Gain access to TSE-specific REST routes
- C. A longer lasting OAuth token
- D. API calls will no longer fail

Answer: A

NEW QUESTION # 175

Certification Aid created a journey and event definition in Marketing Cloud. Which of the following resources are relevant to inject Contacts into the journey using the REST API? Choose 2.

- **A. POST /interaction/v1/events**
- B. POST /interaction/v1/interactions/contactentry
- **C. POST /eventDefinitions/key:{key} or /eventDefinitions/{id}**
- D. GET /eventDefinitions/key:{key}

Answer: A,C

Explanation:

To inject contacts into a journey using the REST API, the correct endpoints involve the event definitions and events.

* POST /eventDefinitions/key:{key} or /eventDefinitions/{id}: This endpoint allows you to interact with event definitions by key or ID, which is essential for managing journey events.

* POST /interaction/v1/events: This endpoint is used to inject events into the journey, thus adding contacts to the journey based on the defined event.

1: Salesforce Journey Builder API

NEW QUESTION # 176

A developer wants to create a complex dynamic email with three different sections and four different possible content blocks In each section. The email will be sent to an audience of over one million contacts.

Which best practice should the developer use to ensure a blank email will not be sent?

- A. Send a test of every possible version using Test Send
- B. Create separate emails for each version
- **C. Confirm every version has default content**
- D. Review every possible version using Subscriber Preview

Answer: C

NEW QUESTION # 177

Which statements are true regarding the Marketing Cloud SOAP API? Choose 2.

- A. More than 2000 SOAP calls can be performed per minute.
- **B. Most SOAP calls can be synchronous or asynchronous.**
- C. Uses JSON in request and response body.
- **D. Uses XML in request and response body.**

Answer: B,D

Explanation:

Regarding the Marketing Cloud SOAP API, the following statements are true:

- * Most SOAP calls can be synchronous or asynchronous (B)- This means that API calls can either wait for the operation to complete (synchronous) or proceed with other tasks while waiting for the response (asynchronous).
- * Uses XML in request and response body (C)- The SOAP API utilizes XML for both requests and responses, providing a standardized format for data interchange.

References:

- * Salesforce Marketing Cloud SOAP API Overview
- * Salesforce SOAP API Developer Guide

NEW QUESTION # 178

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. `<form action='%@=MicrositeURL(123,'apptld',@apptld)=%%' method='post'>`
- B. `<input id="apptld" type="text" value='%@=(@apptld)=%%' hidden>`
- C. `<input id="apptld" type="text" value='%@=(@apptld)=%%' readonly>`
- **D. `<form action='%@=CloudPagesURL(123,'apptld',@apptld)=%%' method='post'>`**

Answer: D

NEW QUESTION # 179

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