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Salesforce Certified Marketing Cloud Developer Exam Sample Questions

(Q79-Q84):

NEW QUESTION # 79
A customer wants to export send data to their SFTP. Which two automationswould accomplish this? Choose 2

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

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 # 80
A developer is creating a custom preference center and wants to log unsubscribeevents from the CloudPage.
Which set of parameters should be captured and provided to the LongUnsubEvent Execute Call to ensure accurate unsubscribe information?

- A. SubscriberKey and BatchID
- B. SubscriberID and BatchID
- C. SubscriberKey and JobID
- D. EmailAddress and JobID

Answer: C

NEW QUESTION # 81
Certification Aid wants to encrypt data stored in Marketing Cloud. It is fine if unencrypted fields arevisible to Marketing Cloud and Salesforce users, but the underlying data should be encrypted at rest to prevent physical data theft. Which encryption method should be chosen? Choose 1.

- A. Transparent Data Encryption
- B. Asymmetric Encryption
- C. Tokenized Sending
- D. Field-Level Encryption

Answer: A

Explanation:
Transparent Data Encryption (TDE) is designed to protect data at rest by encrypting the underlying storage of the database. This method ensures that data is encrypted on disk to prevent physical data theft while allowing it to remain accessible to authorized users within the system.

NEW QUESTION # 82
An email requires custom AMPscript to append the subscriber's zip code to a link in theemail. A field name zipcode already exist in the sending data extension. Its important Marketing Cloud tracks subscribers who click on the link. Which two AMPscript functions should be used in the setup? Choose

- A. HTTPGet
- B. 2Lookup

- C. Contact
- D. RedirectTo

Answer: B,D

Explanation:
To append the subscriber's zip code to a link and ensure that the clicks are tracked, you should use the Lookup function to retrieve the zip code from the data extension and the RedirectTo function to create the link with tracking enabled.
* Lookup: Retrieves the zip code from the data extension.
* RedirectTo: Ensures that the link with the appended zip code is tracked.
* Example:
ampscript
Copy code
%%[SET @zipcode = Lookup("DataExtensionName", "zipcode", "SubscriberKey", _subscriberkey) SET @link = Concat("http://example.com?zip=", @zipcode)]%% Click Here
:
Salesforce AMPscript Lookup Function
Salesforce AMPscript RedirectTo Function

NEW QUESTION # 83
A developer wants to build an email that dynamically populates the physical address of a company's locations using the variable address. The deployment goes to millions of subscribers and the developer wants the fastest possible performance.
Which AMPscript solution should be recommended?

- A. %%; SET @address = LookupRows(Building_Locations", "Address", "Id")]%%
- B. %% [SET @address - field(Row(LookupRows("Building_Locations", "Address","Id"), 1),"Address")]%%
- C. %: SET @address = Lookup("Building_locations", Address", "id"@id)] %%
- D. %%[SET @address = field(Lookcup("Building_Locations"/ "Address", "Id",@Id), "Address")]%%

Answer: C

Explanation:
To dynamically populate the physical address of a company's locations using the variable@addressand ensure the fastest possible performance for millions of subscribers, the recommended AMPscript solution is:
%%[SET @address = Lookup("Building_Locations", "Address", "Id", @Id)]%% This solution uses theLookupfunction, which retrieves a specific field value from a data extension based on the given criteria. It is efficient and performs well for high-volume sends.
References:
* Salesforce Marketing Cloud AMPscript Guide
* Salesforce Marketing Cloud Documentation

NEW QUESTION # 84
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