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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.

The Marketing-Cloud-Developer Certification exam is a 120-minute exam consisting of 60 multiple-choice questions. Marketing-Cloud-Developer exam is computer-based and can be taken at any authorized testing center or online. To pass Marketing-Cloud-Developer exam, candidates must score at least 68%. Marketing-Cloud-Developer exam fee is \$400, and it is recommended that candidates have at least 6 months of experience working with Marketing Cloud before attempting the exam.

The Salesforce Marketing-Cloud-Developer Exam is made up of 60 multiple-choice questions, which must be completed in 105 minutes. Candidates must achieve a passing score of 68% or higher to earn the certification. Topics covered on the exam include Marketing Cloud data architecture, data management, scripting languages, email marketing, mobile messaging, and more. Salesforce Certified Marketing Cloud Developer Exam certification is ideal for developers, technical architects, and consultants who are looking to enhance their skills and expertise in marketing automation, and who want to demonstrate their proficiency in developing custom solutions using the Salesforce Marketing Cloud platform.

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100% Pass Marketing-Cloud-Developer - Salesforce Certified Marketing Cloud Developer Exam –Efficient Premium Exam

Marketing-Cloud-Developer Guide Quiz helped over 98 percent of exam candidates get the certificate. Before you really attend the Marketing-Cloud-Developer exam and choose your materials, we want to remind you of the importance of holding a certificate like this one. Obtaining a Marketing-Cloud-Developer certificate like this one can help you master a lot of agreeable outcomes in the future, like higher salary, the opportunities to promotion and being trusted by the superiors and colleagues.

Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q130-Q135):

NEW QUESTION # 130

A developer identified duplicate contacts and initiated a Contact Delete process for 10 million subscribers. How could the process be expedited?

- A. Change the Suppression value to a larger value
- B. Manually delete subscribers in All Contacts
- C. Stop current delete process and delete smaller groups
- D. Delete any unnecessary Sendable Data Extensions

Answer: C

Explanation:

The Contact Delete process can be slow for a large number of contacts. To expedite this process, the best approach is to stop the current delete process and delete smaller groups of contacts. This allows the system to handle smaller chunks of data more efficiently.

* Stop Current Process: Stopping the current large delete process helps avoid system overload and potential timeouts.

* Delete in Smaller Groups: By segmenting the contacts into smaller groups and deleting them in batches, the process becomes more manageable and faster.

1: Salesforce Contact Deletion Best Practices

NEW QUESTION # 131

Northern Trails Outfitters (NTO) developers want to use the Transactional Messaging API to send email receipts to customers. What is the first step required to send using the API?

- A. POST to /messaging/v1 with client_id and client_secret
- B. Request a token using the v2/authorize endpoint
- C. Request a token using the v1/requestToken endpoint
- D. POST to /messaging/v1/email/messages/ with client_id

Answer: B

Explanation:

The first step in using the Transactional Messaging API to send emails is to authenticate and obtain an access token. This is done by making a POST request to the v2/authorize endpoint with the client credentials.

NEW QUESTION # 132

Northern Trail Outfitters uses a number to uniquely identify contacts across different marketing channels.

Which two actions should the developer take to ensure the contacts relate across channels in Marketing Cloud when working with the data model?

Choose 2 answers

- A. store the numeric unique identifier value as a Text data type in data extensions.
- B. Link the numeric field value to the Contact ID in Attribute Groups in Contact Builder.
- C. Create Attribute Groups linking the unique identifier to the Contact for each channel.
- D. Use a unique identifier spec file to each channel and automatically connect them..

Answer: B,C

Explanation:

To ensure that contacts relate across different channels in Marketing Cloud, you need to link the unique identifier used across channels to the Contact ID in Contact Builder. This involves creating Attribute Groups and establishing the relationships between the unique identifier and the Contact ID.

* Link the Numeric Field Value: By linking the numeric unique identifier to the Contact ID in Attribute Groups, you ensure that each contact is uniquely identified across channels.

* Create Attribute Groups: Attribute Groups in Contact Builder allow you to map the relationships between different data sources and the Contact object, ensuring that the unique identifier is connected correctly for each channel.

1: Salesforce Contact Builder Documentation

NEW QUESTION # 133

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

Answer: A

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.

1: Salesforce SOAP API Error Codes

NEW QUESTION # 134

A developer needs to create a fully-branded CloudPage which includes images hosted in Content Builder. The developer wants to secure the page and its elements using the SSL protocol.

What is the minimum number of SSL certificates required?

- A. Three
- B. Two
- C. None
- D. One

Answer: B

NEW QUESTION # 135

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Our experts who compiled the Marketing-Cloud-Developer practice materials are assiduously over so many years in this field. They add the new questions into the Marketing-Cloud-Developer study guide once the updates come in the market, so they recompose the contents according to the syllabus and the trend being relentless in recent years. With so accurate information of our Marketing-Cloud-Developer learning questions, we can confirm your success by your first attempt.

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