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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q143-Q148):

NEW QUESTION # 143
A developer is using the REST Authorization Service to obtain an OAuth access token. Which method should be used to include the access token in the API requests

- A. Include the header Authorization: Bearer YOUR ACCESS TOKEN
- B. Include the header Authorization: Basic your_access_token
- C. Include the header x-access-token: your_access_token
- D. Include as a query parameter access_token=Y0UR_ACCESS_TOKEN

Answer: A

Explanation:
When using the REST Authorization Service to obtain an OAuth access token, the standard method to include this token in subsequent API requests is by adding it to the Authorization header with the Bearer scheme.
* Correct Method: Authorization: Bearer YOUR_ACCESS_TOKEN
* This format is a standard practice for OAuth 2.0 token usage.
Salesforce Authentication and Access Tokens

NEW QUESTION # 144
A developer has a text field in a data extension they want to format using the FormatCurrency AMPscript function. Which two values would return $6.96? Choose 2

- A. 6.96
- B. 6.96
- C. $6.96
- D. 6,961

Answer: A,B

Explanation:
The FormatCurrency AMPscript function is used to format a numeric value as a currency. To return a value of
$6.96, the function would correctly format inputs like:
* 6.96 (B) - This is a direct numeric value that will be formatted to $6.96.
* 6.96 (D) - Same as above, the numeric value is directly formatted to $6.96.
Using FormatCurrency(6.96) in AMPscript will result in $6.96.
References:
Salesforce Marketing Cloud Documentation on FormatCurrency
AMPscript Guide

NEW QUESTION # 145
A marketer is planning a weekly promotionalsend.
Which two types of data extensions could be sent to?
Choose 2 answers

- A. Sendable Data Extension
- B. Send Log Data Extension
- C. Synchronized Data Extension
- D. Salesforce Data Extension

Answer: A,D

Explanation:
For a weekly promotional send, the marketer can use:
* Sendable Data Extension: These are standard data extensions that are configured for sending and contain the necessary fields like Email Address and Subscriber Key.
* Salesforce Data Extension: These are data extensions that are synchronized with Salesforce objects and can be used for sending emails.
Salesforce Data Extensions

NEW QUESTION # 146
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 topersonalize emails from an external data source?

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

Answer: A

NEW QUESTION # 147

A developer uses the messageDefinitionSends REST API endpoint to send a triggered send email. This method returns a 202 (success) response code. How could the developer validate if the email was successfully sent?

- A. The202 response code indicates the message was sent successfully; no further action is required.
- B. Confirm the record was successfully inserted into the associated Triggered Send Data Extension.
- C. Use the validateEmail REST resource with POST method to obtain the email delivery details from the request.
- D. Use the messageDefinitionSend/key:(key)/deliveryRecords REST endpoint with GET method

Answer: D

Explanation:

After using the messageDefinitionSends REST API endpoint to send a triggered send email, and receiving a
202 (success) response code, the developer can validate if the email was successfully sent by using the messageDefinitionSend/key:
(key)/deliveryRecords REST endpoint with the GET method. This endpoint provides delivery records and allows verification of the email's delivery status.
References:
Salesforce Marketing Cloud REST API Reference
Triggered Send Email Validation

NEW QUESTION # 148

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