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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q186-Q191):

NEW QUESTION # 186

A developer uses an API to send data to a Marketing Cloud data extension once every five minutes using the REST API. They notice data does not always write to the data extension, leading to data loss.

Which three best practices are recommended to avoid this issue? Choose 3 answers

- A. In case of Server errors, request a new Access Token before each request.
- B. Use Username and Password authentication instead of OAuth client ID and client secret.
- C. In case of Server errors, ensure the Server is available and attempt the call again.
- D. In case of 'Not Authorized' errors, request a new Access Token and attempt the call again.
- E. Store the expiry of the access token to ensure a new token is requested if the old one is invalid.

Answer: B,D,E

NEW QUESTION # 187

NTO wants to exclude sends to specific subscribers based on a business rule, which is defined in an Exclusion Script. Which three types of sends would support this functionality? Choose 3

- A. Journey Builder Send SMS Activity
- B. Automation Studio Send Email Activity
- C. Journey Builder Send Email Activity
- D. Content Builder Send Flow
- E. Send Marketing Cloud Email in Sales or Service Cloud

Answer: B,C,D

Explanation:

Exclusion Scripts are used to exclude subscribers from email sends based on specific criteria. This functionality can be applied in various sending scenarios within Salesforce Marketing Cloud.

* Journey Builder Send Email Activity: In Journey Builder, exclusion scripts can be applied to Email Activities to ensure specific subscribers are excluded based on the business rules.

1: Salesforce Journey Builder Email Activity

Content Builder Send Flow: When sending emails through Content Builder, exclusion scripts can be used to filter out subscribers who meet the exclusion criteria.

Reference: Salesforce Content Builder Send Flow

Automation Studio Send Email Activity: In Automation Studio, email send activities can utilize exclusion scripts to exclude specific subscribers.

Reference: Salesforce Automation Studio Send Email

NEW QUESTION # 188

A developer created an email with AMPscript variable as the subject line. The subject line variable was recently updated, but when testing the email, the wrong subject line continues to appear in the inbox. The developer thinks another, outdated, subject line variable is declared within the email. Where could the outdated variable be located?

- A. In the Text body which is processed after the subject line
- B. In the HTML body which is processed after the subject line
- C. In the Text body which is processed after the HTML body
- D. In the HTML body which is processed after the Text body

Answer: B

Explanation:

The outdated subject line variable could be located in the HTML body which is processed after the subject line (D). This is because AMPscript variables declared in the HTML body can affect the overall email content, including the subject line, and if not updated, they can cause discrepancies in the displayed subject line.

References:

* Salesforce Marketing Cloud AMPscript Guide

* Email Subject Line Best Practices

NEW QUESTION # 189

A developer wants to retrieve all records in the OrderDetails data extension which are associated with a particular customer. Which two AMPscript functions would return a suitable rowset?

Choose 2 answers

- A. LookupOrderedRows
- B. Lookup
- C. LookupRows
- D. Row

Answer: A,C

NEW QUESTION # 190

A developer wants to inject a Contact into a journey using API. What method and route would be used to accomplish this?

- A. Post/interaction/v1/interactions
- B. Post/ interaction/ v1/events
- C. Post/v1hub/datevents/key:[key] /rows / {primaryKeys
- D. Post / contacts/v1/contacts

Answer: B

NEW QUESTION # 191

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