

Salesforce Marketing-Cloud-Developer Practice Test Software For Self-Evaluation



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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q50-Q55):

NEW QUESTION # 50

A developer is writing a query to select unique subscribers who opened any emails sent since the beginning of the previous day. Which query would provide that result?

- A. ☐
- B. ☐
- C. ☒

Answer: C

Explanation:

Content Builder uses the REST API to manage content within Salesforce Marketing Cloud. The REST API allows developers to create, update, retrieve, and delete content assets, making it suitable for cross-channel campaign functions.

1: Salesforce Content Builder API

NEW QUESTION # 51

What is the purpose of the IF statement below?

□

- A. To handle when images are broken
- B. To handle when the subscriber is in a held status
- C. To handle when no row is returned by the LookupRows function
- D. To handle when there are multiple records in the data extension for the subscriber

Answer: C

NEW QUESTION # 52

A developer wants to create a Synchronized Data Extension containing Lead data from Sales Cloud. They only want to include record which contain a phone number. Each of the following field contains this information per these rules: -Phone is not blank (Data Type = Phone) -PhoneExist is true (Data Type = Boolean) -ValidPhone is 'true' (Data Type = Formula(Boolean)) -ContactType equals 'Phone' (Data Type = Text). Which field could be used to select a subset of records in the synchronization configuration?

- A. PhoneExists
- B. ContactType
- C. ValidPhone
- D. Phone

Answer: D

NEW QUESTION # 53

A developer wants to include a comment within an AMPscript code block for the benefit of other developers who will be reviewing the code.

Which syntax should the developer use?

- A. <!-- This is a comment
- B. -- This is a comment
- C. // This is a comment
- D. /* This is a comment */

Answer: D

Explanation:

In AMPscript, comments can be added within a code block using the /* comment */ syntax. This allows developers to include notes or explanations without affecting the execution of the script.

* Example:

ampscript

Copy code

```
%%[ /* This is a comment */ SET @var = "value" ]%%
```

NEW QUESTION # 54

A developer needs to import a file nightly that will be used for multiple SQL Query Activities. The file could arrive any time between 2 a.m. and 5 a.m., and one of the requirements is that there is a unique file name for each import, rather than overwriting the file on the FTP site.

Which action should be configured?

- A. Scheduled Automation
- B. Dynamic File Import
- C. File Drop Automation

Answer: C

Explanation:

A File Drop Automation should be configured to handle files that arrive at varying times and have unique filenames. This type of automation triggers when a file is dropped into a specific folder on the Enhanced FTP site, allowing the system to handle imports as soon as the file arrives.

NEW QUESTION # 55

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