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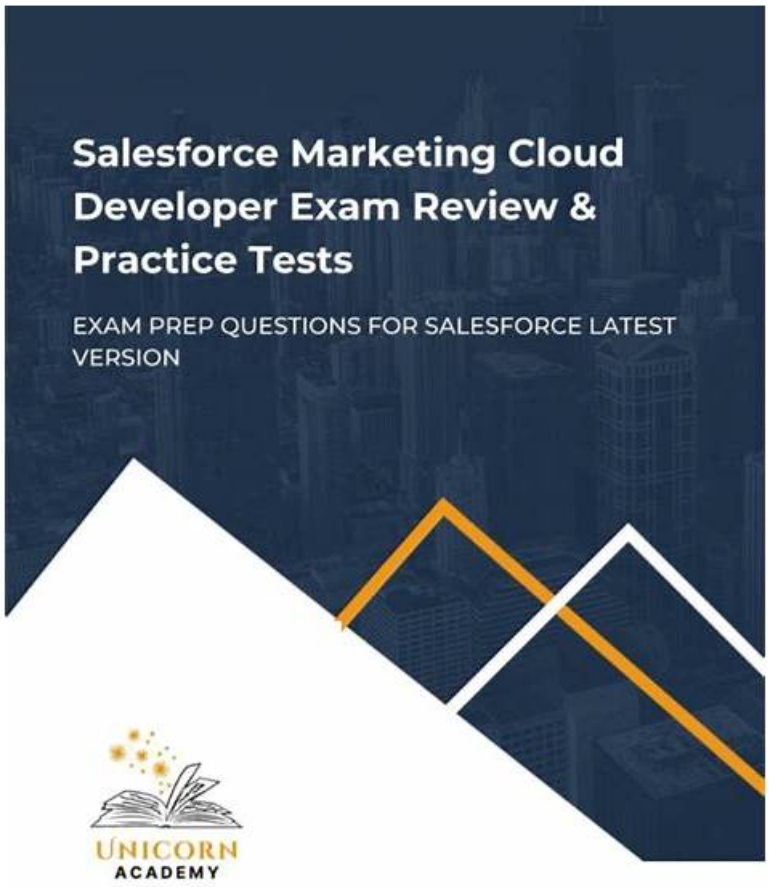

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Salesforce Marketing-Cloud-Developer (Salesforce Certified Marketing Cloud Developer) exam is designed to test an individual's knowledge of the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Developer Exam certification is intended for developers who have experience with the Marketing Cloud and want to validate their skills and knowledge. Passing Marketing-Cloud-Developer exam demonstrates that the individual has the expertise and ability to design and develop solutions using the Marketing Cloud platform.

Salesforce Marketing Cloud Developer Certification Exam is intended for developers who have experience developing Marketing Cloud solutions. To be eligible for this certification, a candidate must have a strong understanding of Marketing Cloud concepts and have experience developing custom solutions using Marketing Cloud APIs and scripting languages. Additionally, candidates must have experience working with Marketing Cloud connectors and integrations.

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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q139-Q144):

NEW QUESTION # 139
A developer started a Contact Delete process that is now complete.
In which twoplaces would the Contact Delete process remove data? Choose 2 answers

- A. Import Files on the Enhanced SFTP
- B. Mobile Lists
- C. Non-Sendable Data Extensions
- D. Sendable Data Extensions

Answer: B,D

Explanation:
The Contact Delete process in Marketing Cloud removes contact data from various locations to ensure complete deletion. This includes both sendable data extensions and mobile lists.
* Sendable Data Extensions: The Contact Delete process will remove contact data from sendable data extensions, ensuring that the contact is no longer present in any data used for sending.
* Mobile Lists: Contact data will also be removed from mobile lists, ensuring that the contact is fully deleted across all communication channels.
1: Salesforce Contact Deletion Process

NEW QUESTION # 140
Certification Aid wants to encrypt data stored in Marketing Cloud. It is fine if unencrypted fields are visible 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. Field-Level Encryption
- B. Tokenized Sending
- C. Transparent Data Encryption
- D. Asymmetric Encryption

Answer: D

NEW QUESTION # 141
A developer wants a link to be dynamic based on subscriber attributes. Rather than create numerous links, the developer uses AMPscript to set the link's value as a variable. The variable will be used within the <a> tag.
What should thedeveloper do within the <a> tag to ensure clicks are tracked for the variable? Choose 2

- A. Wrap the variable in a v function
- B. Ensure the Conversion attribute is 'true'
- C. Wrap the variable in a RedirectTo function
- D. Include a variable for the Alias attribute

Answer: C,D

Explanation:
To ensure that clicks are tracked for a dynamic link created using AMPscript, the developer should wrap the link variable in a RedirectTo function and include an alias attribute for tracking purposes.
* RedirectTo Function: This function helps ensure that the link click is properly tracked by Salesforce Marketing Cloud (SFMC). The function takes a URL and ensures that tracking parameters are appended correctly.
%%[SET @dynamicLink = "http://example.com/?id=" + AttributeValue("SubscriberID")]%% Click Here
1: Salesforce AMPscript Functions - RedirectTo
Alias Attribute: Including an alias attribute provides a way to label the link, which assists in tracking and reporting.
Click Here Reference: Salesforce Documentation on Link Alias

NEW QUESTION # 142
A sendable data extension with a text field named 'Balance' contains the value $6.96 for a particular record. The following AMPscript statement is included in an email:
IF (Balance > 6.00) THEN
SET @Result = 'Balance is more than $6.00
ENDIF
Why would this IF statement yield unintended results?

- A. Double quotes should be used instead of single quotes.
- B. The comparison should use the < operator.
- C. The operands are not the same data type.
- D. Balance is a protected keyword.

Answer: C

NEW QUESTION # 143
A developer wants to extract tracking data from the Market Activity in the user interface.
Which option would be available to extract the data"?

- A. Automation Studio
- B. Journey Builder
- C. REST API

Answer: A

Explanation:
Automation Studio provides tools for extracting tracking data from the Marketing Cloud. This can be done using the Data Extract Activity, which allows you to extract various types of tracking data such as email send, open, and click information.

NEW QUESTION # 144
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