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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q166-Q171):

NEW QUESTION # 166

Which of the following statements are correct concerning Populations in Contact Builder? Choose 2.

- A. Populations should be used for segmentation
- B. Populations are used to create large subgroups Contacts.
- **C. Populations need to be added to an Attribute Group.**
- **D. No more than three Populations should be created.**

Answer: C,D

Explanation:

Regarding Populations in Contact Builder:

- * Populations need to be added to an Attribute Group (B)- This is necessary to define the relationship between the population and the associated data extensions and attributes.
- * No more than three Populations should be created (C)- Creating more than three populations can lead to performance issues and complexity in managing contacts.

References:

- * Salesforce Marketing Cloud Contact Builder
- * Populations in Contact Builder

NEW QUESTION # 167

A developer created a landing page in CloudPages which return unique content when subscriber data is located on a related data extension. The developer does not know if all subscribers have rows in the related data extension, and want default content to render if no subscriber data is found on the related data extension.

Which best practice should the developer follow to control the unique and default content?

- A. Use the LookupOrderRows and Row functions
- B. Use the DataExtensionRowCount function
- C. Use the Lookup, Row and Field functions
- **D. Use the RowCount function and an IF statement**

Answer: D

NEW QUESTION # 168

Northern Trails Outfitters (NTO) has a sendable data extension with 1,500,000 contact records they want to delete. Which step is required before deleting the contacts?

- A. Navigate to Email Studio and delete the data extension
- B. Query the records into a new sendable data extension and delete it
- **C. Divide the records in half and delete each resulting data extension**
- D. Navigate to Contact Builder and delete the data extension

Answer: C

NEW QUESTION # 169

When appending data to links via Web Analytics Connector, which parameter should be used to track subscriber behavior?

- A. Subscriber ID
- B. Subscriber Key
- **C. Contact Key**
- D. Email Address

Answer: C

NEW QUESTION # 170

Certification Aid wants to create a file drop automation with a filename pattern. An import file is placed daily on the Marketing Cloud Enhanced FTP server, and the file name always starts with the current month and day (e.g. OCT26). How should the filename pattern be defined? Choose 2.

- A. %%Month%%%%Day%%
- B. Begins With operator
- C. Ends With operator
- D. %%MMDD%%

Answer: B,D

Explanation:

To define a filename pattern that matches files starting with the current month and day, you can use the %%MMDD%% pattern and the "Begins With" operator.

* %%MMDD%% Pattern: This pattern represents the month and day in a two-digit format.

* Begins With Operator: This operator ensures that the automation matches filenames that start with the specified pattern.

NEW QUESTION # 171

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