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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q150-Q155):

NEW QUESTION # 150

A marketing director at Northern Trail Outfitters wants to analyze the Send, Click, and Open Data Views. Which activities should the developer build to generate the data before transferring it to the SFTP?

- A. Query Activity > Data Extension Extract
- B. Query Activity > Tracking Extract
- C. Filter Activity > Data Extension Extract
- D. Data Views Extract > Filter Activity

Answer: A

Explanation:

To analyze the Send, Click, and Open Data Views and transfer the data to the SFTP, the developer should build the following activities:

* Query Activity - To query and gather the data from the Send, Click, and Open Data Views.

* Data Extension Extract - To extract the queried data from the data extension and prepare it for transfer to the SFTP.

References:

Salesforce Marketing Cloud Query Activity

Salesforce Marketing Cloud Data Extract Activity

NEW QUESTION # 151

A developer is building an integration with the Marketing Cloud API. Which configuration should be used for the API integration component in the associated Installed Package?

- A. Select the **minimum required scope for the integration**
- B. Select the 'Admin-approved users are pre-authorized' option under Permitted Users.
- C. Select all available options to enable package reuse for the future integrations
- D. Select the 'Require Secret for Web Flow' option

Answer: A

Explanation:

When configuring an API integration component in an Installed Package, it is best practice to select the minimum required scope for the integration. This approach ensures that the integration has only the necessary permissions, enhancing security by limiting access to only what is required.

* Minimum Required Scope: Selecting only the scopes that are necessary for the integration helps maintain a secure and controlled environment.

Salesforce API Integration Best Practices

NEW QUESTION # 152

Why would a developer use LookupRows instead of the Lookup AMPscript function?

- A. To access a data extension, as Lookup only targets lists
- B. **To return a complete rowset from the data extension**
- C. To stay at the limit of two Lookup calls in one email
- D. To see how many rows are in a data extension

Answer: B

Explanation:

A developer would use the LookupRows function instead of the Lookup AMPscript function to return a complete rowset from the data extension (A). The LookupRows function retrieves all rows that match a specified criterion, returning a rowset that can be further processed or iterated over in AMPscript. In contrast, the Lookup function retrieves only a single field value from the first row that matches the specified criteria.

References:

Salesforce Marketing Cloud AMPscript Guide

Salesforce Marketing Cloud AMPscript Functions

NEW QUESTION # 153

A developer wants to create a Synchronized Data Extension containing Lead data from Sales Cloud. They only want to include records which contain a phone number. Each of the following fields contains this information per these rules: -Phone is not blank (Data Type = Phone) -PhoneExists 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. **ValidPhone**
- B. Phone
- C. PhoneExists
- D. ContactType

Answer: A

Explanation:

To select a subset of records that contain a phone number, the field that ensures the phone number is valid and non-blank should be used.

* ValidPhone Field: The ValidPhone field is a formula field that evaluates to 'true' if the phone number is valid. This ensures that only records with a valid phone number are included in the synchronization.

Salesforce Data Synchronization

NEW QUESTION # 154

What is the operational order of the Contact Delete process for Marketing Cloud?

- A. Delete initiated > Final deletion
- B. Delete initiated > Final deletion > Suppression phase
- C. Data identified > Suppression phase > Delete initiated > Account page
- **D. Delete initiated > Suppression phase > Final Deletion**

Answer: D

Explanation:

The operational order of the Contact Delete process for Marketing Cloud is as follows:

* Delete initiated - The process begins when the contact delete request is initiated.

* Suppression phase - During this phase, the contacts are marked for deletion and are suppressed from further communications.

* Final Deletion - The contacts are permanently deleted from the system.

References:

Salesforce Marketing Cloud Documentation on Contact Deletion

Contact Builder in Marketing Cloud

NEW QUESTION # 155

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