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Salesforce Marketing-Cloud-Developer exam is a certification test designed for professionals who want to demonstrate their expertise in the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Developer Exam certification is ideal for developers who specialize in the Marketing Cloud and want to advance their career by showcasing their skills and knowledge. Marketing-Cloud-Developer Exam is designed to test candidates on their ability to design and develop solutions using the Marketing Cloud platform, including data management, messaging, automation, and reporting.

Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q164-Q169):

NEW QUESTION # 164

Which two AMPscript HTTP functions allow an OAuth token to be passed in a header?

Choose 2 answers

- A. HTTPPost
- B. HTTPGet2
- C. HTTPPost2
- D. HTTPGet

Answer: B,C

Explanation:

The HTTPGet2 and HTTPPost2 functions in AMPscript allow you to include additional headers, such as an OAuth token, in your HTTP requests. These functions provide more flexibility for specifying custom headers compared to the standard HTTPGet and HTTPPost functions.

* Example:

```
SET @header = 'Authorization: Bearer your_oauth_token' SET @response =  
HTTPPost2("https://example.com/api", @header, "data=example")
```

NEW QUESTION # 165

Certification Aid uses Marketing Cloud Connect and wants to create a lead capture form on a landing page.

When a customer submits the form, a Lead record should be created in Salesforce. Which scripting language can be used for this?

Choose 2.

- A. SSJS to create Salesforce record, AMPscript for form handling.
- B. AMPscript for whole functionality.
- C. AMPscript to create Salesforce record, SSJS for form handling.
- D. SSJS for whole functionality.

Answer: C,D

Explanation:

To create a lead capture form on a landing page and create a Lead record in Salesforce, you can use either AMPscript or SSJS. AMPscript can be used for interacting with Salesforce, and SSJS can handle form processing. Alternatively, SSJS can handle the entire process, including creating the Salesforce record.

* AMPscript and SSJS Combination: You can use AMPscript to interact with Salesforce APIs to create records and SSJS for form handling.

* SSJS for Full Functionality: SSJS can handle both the form submission and the interaction with Salesforce to create Lead records.

1: Salesforce AMPscript and SSJS Integration

NEW QUESTION # 166

What parameter should a developer include to ensure the MobileConnect Contact is tied to the Email Contact when making a QueueMO call for an existing email subscriber?

- A. emailaddress
- B. mobilenumbers
- C. phonenumber
- D. subscribers

Answer: A

Explanation:

When making a QueueMO call for an existing email subscriber in MobileConnect, the developer should include the emailaddress (C) parameter. This ensures that the MobileConnect Contact is correctly tied to the corresponding Email Contact.

References:

* Salesforce Marketing Cloud MobileConnect API

* AMPscript and MobileConnect

NEW QUESTION # 167

A developer wants to build an email that dynamically populates the physical address of a company's locations using the variable `@address`. The deployment goes to millions of subscribers and the developer wants the fastest possible performance. Which AMPscript solution should be recommended?

- A. `%% [SET @address - field(Row(LookupRows("Building_Locations", "Address", "Id"), 1), "Address")] %%`
- B. `%%[SET @address = field(Lookup("Building_Locations"/ "Address", "Id", @Id), "Address")] %%`
- C. `%%: SET @address = Lookup("Building_locations", Address", "id"@id)] %%`
- D. `%%; SET @address = LookupRows(Building_Locations", "Address", "Id")] %%`

Answer: B

NEW QUESTION # 168

A developer is making an API REST call to trigger an email send. An accesstoken is used to authenticate the call. How long are Marketing Cloud v1 access tokens valid?

- A. REST calls do not require an access token.
- B. Each API call requires a new access token.
- C. Access tokens expire after 24 hours.
- D. Access tokens expire after one hour.

Answer: D

Explanation:

In Salesforce Marketing Cloud, access tokens are valid for one hour (D). After one hour, a new access token must be obtained to continue making API calls. This ensures security and helps manage the lifespan of tokens effectively.

References:

- * Salesforce Marketing Cloud API Authentication
- * Salesforce Marketing Cloud REST API Overview

NEW QUESTION # 169

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