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Salesforce Marketing-Cloud-Developer Certification Exam measures the candidate's knowledge of marketing automation, customer journey management, email marketing, mobile messaging, and data management. Marketing-Cloud-Developer Exam is designed to test the candidate's ability to design and develop custom applications using Marketing Cloud's programming languages, including AMPScript and SSJS. Salesforce Certified Marketing Cloud Developer Exam certification exam also evaluates the candidate's ability to integrate Marketing Cloud with other Salesforce products and third-party applications. Successful completion of this certification exam demonstrates that the candidate has the skills and knowledge needed to design and develop custom Marketing

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## Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q87-Q92):

### NEW QUESTION # 87

A developer is troubleshooting why an API client Id and client\_secret are authenticating yet failing to access data from a child business unit.

What should be checked to validate the installed package can access the child business unit data?

- A. The account id and parent MID are included in the authorization call
- **B. The Installed Package has access to the selected child business unit**
- C. The Installed Package has full Enterprise access to all available child business units

**Answer: B**

Explanation:

To ensure that an installed package can access data from a child business unit, verify that the package has been granted access to the specific child business unit. This is configured during the package setup and permissions assignment.

### NEW QUESTION # 88

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 there are multiple records in the data extension for the subscriber
- **D. To handle when no row is returned by the LookupRows function**

**Answer: D**

Explanation:

The purpose of the IF statement in the AMPscript code is to check if any rows are returned by the LookupRows function. If rows are returned, it retrieves the image field from the data extension and sets the image source accordingly. If no rows are returned, it defaults to using a standard image.

1: Salesforce AMPscript LookupRows Function

### NEW QUESTION # 89

Which two ways would a developer write an Exclusion Script to exclude sending an email at send time when comparing against a Boolean field in the Sendable Data Extension?

Choose 2 answers

- **A. %%SendBool < 1**
- B. %%SendBool%%
- C. %%=Lookup('Excluded', SendBool, \_Subscribekey, \_Subscribekey) =%%
- **D. %%=Lookup('Excluded', SendBool, \_Subscribekey, \_Subscribekey) =%%**

**Answer: A,D**

### NEW QUESTION # 90

A doctor's office creates Populations for staff, patients and vendors. What is the maximum number of Populations that should be created to ensure performance?

- A. Three
- B. Five
- C. One
- D. Unlimited

**Answer: C**

Explanation:

To ensure performance, it is recommended to create one Population (D). Creating multiple populations can lead to complexity and performance issues. Having a single population helps in managing contacts efficiently and reduces the overhead on the system.

References:

- \* Salesforce Marketing Cloud Documentation on Populations
- \* Contact Builder Overview

### NEW QUESTION # 91

NTO puts the word TEST at the beginning of the name for each test email. Which query would return the subs who were sent those emails?

- A. `SELECT * FROM _Job J INNER JOIN _Sent S ON J.JobID = S.JobID WHERE J.EmailName LIKE 'TEST%'`
- B. `SELECT * FROM _Job J INNER JOIN _Sent S on J.EmailName LIKE 'TEST%'`
- C. `SELECT * FROM _Job INNER JOIN _Sent on JobID = JobID WHERE EmailName LIKE 'TEST%'`
- D. `SELECT * FROM _Job J INNER JOIN _Sent S on J.JobID = JobID = S.JobID WHERE J.EmailName = 'TEST%'`

**Answer: A**

Explanation:

To retrieve subscribers who were sent emails with names starting with "TEST," we need to join the \_Job and \_Sent system data views on the JobID field and filter by the EmailName field using a LIKE condition.

\* Join Condition: The correct join condition between \_Job and \_Sent is ON J.JobID = S.JobID. This ensures that we are linking the job and sent data correctly.

\* EmailName Filter: We use J.EmailName LIKE 'TEST%' to filter for emails whose names start with 'TEST'.

`SELECT * FROM _Job J INNER JOIN _Sent S ON J.JobID = S.JobID WHERE J.EmailName LIKE 'TEST%'`

1: Salesforce Marketing Cloud System Data Views

### NEW QUESTION # 92

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