

Marketing-Cloud-Developer Reliable Test Answers - Marketing-Cloud-Developer Certification Materials



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Salesforce Marketing-Cloud-Developer Certification Exam is a multiple-choice exam that consists of 60 questions. Marketing-Cloud-Developer exam has a time limit of 105 minutes, and candidates need to score at least 68% to pass the exam. Marketing-Cloud-Developer exam fee is \$200, and candidates can take the exam at a testing center or online. Salesforce Certified Marketing Cloud Developer Exam certification is valid for two years, and candidates need to maintain their certification by completing a maintenance exam or earning Trailhead badges.

Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q167-Q172):

NEW QUESTION # 167

A developer is using the REST Authorization Service to obtain an OAuth access token. Which method should be used to include the access token in the API requests

- A. Include the header Authorization: Basic your_access_token
- B. Include as a query parameter access_token=YOUR_ACCESS_TOKEN
- **C. Include the header Authorization: Bearer YOUR_ACCESS_TOKEN**
- D. Include the header x-access-token: your_access_token

Answer: C

Explanation:

When using the REST Authorization Service to obtain an OAuth access token, the standard method to include this token in subsequent API requests is by adding it to the Authorization header with the Bearer scheme.

* Correct Method: Authorization: Bearer YOUR_ACCESS_TOKEN

* This format is a standard practice for OAuth 2.0 token usage.

1: Salesforce Authentication and Access Tokens

NEW QUESTION # 168

A customer wants to export send data to their SFTP. Which two automations would accomplish this? Choose 2

- A. Tracking Extract
- **B. Tracking Extract > File Transfer**
- C. Query (Data Views) > File Transfer
- **D. Query (Data Views) > Data Extension Extract > File Transfer**

Answer: B,D

NEW QUESTION # 169

What is the purpose of the IF statement below?

☐

- A. To handle when there are multiple records in the data extension for the subscriber
- **B. To handle when no row is returned by the LookupRows function**
- C. To handle when the subscriber is in a held status
- D. To handle when images are broken

Answer: B

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.

NEW QUESTION # 170

Northern Trail Outfitters has created subscriber attributes including AGE under Profile Manager within their Enterprise 2.0 account. How would a developer retrieve subscribers over 30 years of age?

- A. Create a query that references the _Subscribers data view

- B. Create a filtered Group of subscribers with AGE more than 30
- C. The data cannot be retrieved with a query
- D. Create a query that references the _EnterpriseAttribute data view

Answer: B

Explanation:

Profile attributes like AGE in Profile Manager are not directly accessible via the _Subscribers data view or _EnterpriseAttribute data view. To retrieve subscribers over 30 years of age, creating a filtered Group based on the AGE attribute is the most effective method.

1: Salesforce Subscriber Filters and Groups

NEW QUESTION # 171

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

Answer: A

NEW QUESTION # 172

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