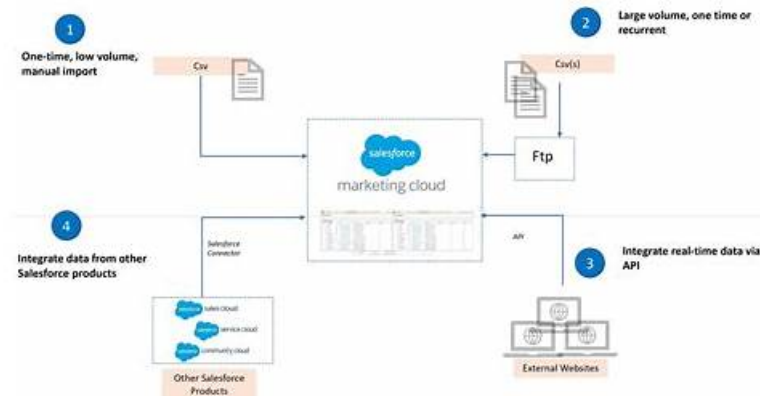


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## Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q56-Q61):

NEW QUESTION # 56

A developer wants to expand their knowledge of Query Activities. They want to identify email addresses that have bounced in the last 30 days, along with the Bounce Reason and some additional subscriber specific data; however, the SQL they have written does not return any records. Below is the SQL statement:

What updates should be made to ensure this SQL statement returns the desired results?

- A. Marketing Cloud Data Views only hold 20 days worth of data. They should narrow scope of DateAdd function.
- B. Marketing Cloud does not allow DateAdd functions in Query Activities. They should define a specific date.
- **C. Marketing Cloud \_Bounce data view does not contain EmailAddress. They should join on SubscriberID.**
- D. Marketing Cloud does not allow use of GETDATE function. They should define a specific date.

**Answer: C**

#### NEW QUESTION # 57

A developer is implementing a custom profile center and using the LogUnsubEvent request. Which parameter is required for the event to be tied to the appropriate send?

- A. ListID
- **B. JobID**
- C. Unsub Reason
- D. SubscriberKey

**Answer: B**

#### NEW QUESTION # 58

Northern Trail Outfitters (NTO) stores most of their customer data in Marketing Cloud. They do not mind their data being viewed in clear text within SFMC to users who have access, but they want to ensure the underlying database files are encrypted at rest in case the physical media is stolen.

Which encryption method should NTO use?

- A. Field-Level Encryption
- **B. Transparent Data Encryption**
- C. Encrypted Data Sending
- D. Tokenized Sending

**Answer: B**

Explanation:

Transparent Data Encryption (TDE) is the appropriate method for ensuring that the underlying database files are encrypted at rest. TDE encrypts the database files themselves, protecting the data in case the physical media is stolen, while allowing the data to be viewed in clear text by authorized users within the system.

\* Transparent Data Encryption: Encrypts data at rest, ensuring that the database files are secure.

1: Salesforce Transparent Data Encryption

#### NEW QUESTION # 59

A developer needs to import a file into a data extension which contains transactional data. The file includes a column labeled Purchase\_Price with values varying from '\$.05' to '\$100'.

What Data Type should be used to prevent loss of data?

- **A. Decimal(9,2)**
- B. Text
- C. Number

**Answer: A**

Explanation:

The best Data Type to use for the Purchase\_Price column, which includes values ranging from '\$.05' to '\$100', is Decimal(9,2) (C). This data type ensures that values are stored accurately without data loss, allowing for precision up to two decimal places.

References:

Salesforce Marketing Cloud Data Extensions

Decimal Data Type

### NEW QUESTION # 60

A company need to retrieve a large number of rows from a DE via the API. Which two solutions would optimize the performance?  
Choose 2

- A. Use a SimpleFilterPart to retrieve small sets of relevant data.
- **B. Use the ContinueRequest feature**
- C. Use the REST API instead of the SOAP API
- **D. Use AMPscript API functions on a CloudPage**

Answer: B,D

### NEW QUESTION # 61

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