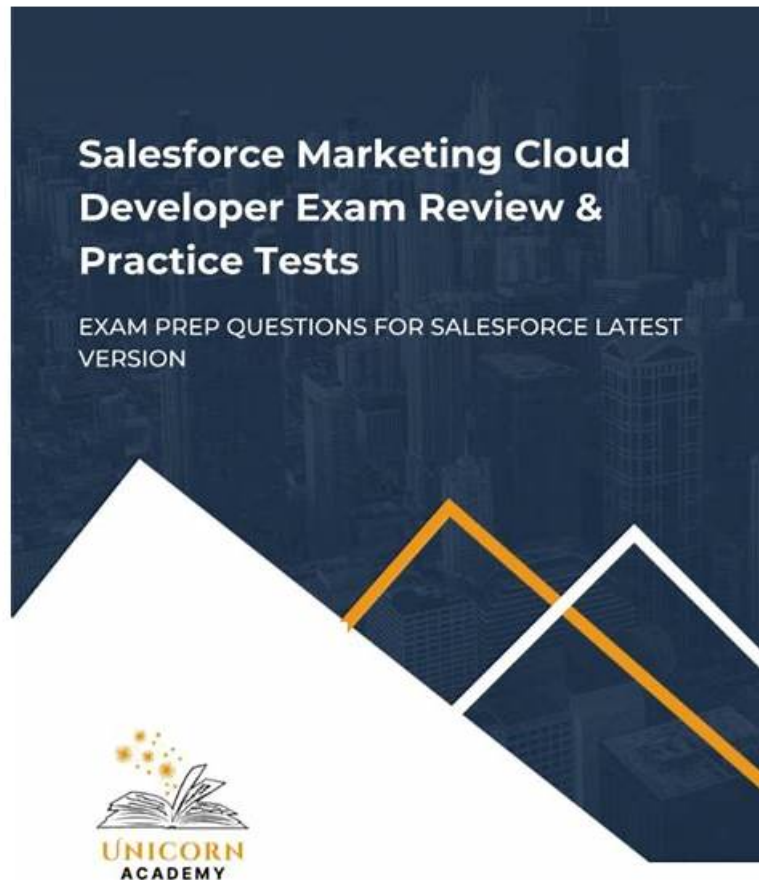


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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q26-Q31):

NEW QUESTION # 26

A developer needs to configure an Email Send Logging Data Extension for a new business unit. Which option should be used?

- **A. Create using the SendLog Data ExtensionTemplate**
- B. Create and ensure it has the name "Send Log"
- C. Create from a copy of an existing Send Log in another business unit
- D. Salesforce Support should create the data extension

Answer: A

Explanation:

To configure an Email Send Logging Data Extension for a new business unit, the recommended approach is to use the SendLog Data Extension Template. This ensures that all necessary fields and configurations are correctly set up to log email send data.

* SendLog Data Extension Template: This template includes predefined fields and settings that are required for logging email sends.

Using this template ensures that the data extension is set up correctly for tracking send logs.

* Go to Email Studio -> Subscribers -> Data Extensions.

* Click on "Create".

* Choose "Create from Template" and select the "SendLog" template.

* Follow the prompts to configure and save the new Send Log data extension.

NEW QUESTION # 27

A developer needs to identify all subscribers who were sent Job ID 420 but did not click any links. Which SQL statement would produce the desired results?

- A. ☐
- B. ☐
- C. ☐
- **D. ☐**

Answer: D

NEW QUESTION # 28

A developer is making an API REST call to trigger an email send. An access token is used to authenticate the call.

How long are Marketing Cloud v1 access tokens valid?

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

Answer: C

NEW QUESTION # 29

When appending data to links via Web Analytics Connector, which parameter should be used to track subscriber behavior?

- A. Contact Key
- B. Subscriber ID
- C. Email Address
- **D. Subscriber Key**

Answer: D

Explanation:

The SubscriberKey is the appropriate parameter to use when appending data to links via the Web Analytics Connector. This parameter uniquely identifies subscribers across all sends and ensures accurate tracking of subscriber behavior.

* Subscriber Key: A unique identifier for a subscriber that remains consistent across all data extensions and sends.

1: Salesforce Web Analytics Connector

NEW QUESTION # 30

A developer wants to create a CloudPage which is linked from an email. `%%[SET @point = RequestParameter(x) SET @value = 5 IF Length(@point) > 1 THEN SET @value = 1 ELSEIF Length(@point) > 2 THEN SET @value = 2 ELSEIF Length(@point) > 3 THEN SET @value = 3 ELSEIF Length(@point) > 4 THEN SET @value = 4 ENDIF]%%` Which is the expected value of @value if x = 'Tacos'?

- A. 0
- B. 1
- C. 2
- D. 3

Answer: A

Explanation:

In the provided AMPscript, the IF statement checks the length of the @point variable and sets @value accordingly. Since x = 'Tacos' has a length of 5, it meets the first condition `Length(@point) > 1`, which sets @value to 1. Subsequent conditions are not evaluated because the first condition is already true.

* AMPscript IF-ELSEIF Example:

`%%[ SET @point = RequestParameter('x') SET @value = 5 IF Length(@point) > 1 THEN SET @value = 1 ELSEIF Length(@point) > 2 THEN SET @value = 2 ELSEIF Length(@point) > 3 THEN SET @value = 3 ELSEIF Length(@point) > 4 THEN SET @value = 4 ENDIF ]%%`

NEW QUESTION # 31

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