Answers Marketing-Cloud-Developer Real Questions & Marketing-Cloud-Developer Questions Answers

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Salesforce Marketing-Cloud-Developer Certification Exam is designed to test an individual's knowledge and skills in developing and implementing marketing solutions using the Salesforce Marketing Cloud. As technology continues to shape the marketing landscape, this certification has become increasingly important for professionals seeking to advance their careers in the digital marketing field.

>> Answers Marketing-Cloud-Developer Real Questions <<

Marketing-Cloud-Developer Questions Answers & Marketing-Cloud-Developer Practice Exams

As we all know, the influence of Marketing-Cloud-Developer exam guides even have been extended to all professions and trades in recent years. Passing the Marketing-Cloud-Developer exam is not only for obtaining a paper certification, but also for a proof of your ability. Most people regard Salesforce certification as a threshold in this industry, therefore, for your convenience, we are fully equipped with a professional team with specialized experts to study and design the most applicable Marketing-Cloud-Developer Exam prepare. We have organized a team to research and Marketing-Cloud-Developer study question patterns pointing towards various learners.

Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q153-Q158):

NEW QUESTION # 153
A developer wants to extract tracking data from the Market Activity in the user interface.
Which option would be available to extract the data"?

- A. Automation Studio
- B. Journey Builder
- C. REST API

Answer: A

Explanation:
Automation Studio provides tools for extracting tracking data from the Marketing Cloud. This can be done using the Data Extract Activity, which allows you to extract various types of tracking data such as email send, open, and click information.

1: Salesforce Automation Studio Data Extract Activity

NEW QUESTION # 154

A developer wants to create an AMPscript FOR loop that populates HTML table rows based on the number of rows and data in a target DE. Where should the developer place the FOR keyword to begin the loop?

- A. Before the <tbody> tag
- B. Before the <tr> tag
- C. Before the <td> tag
- D. Before the <table> tag

Answer: B

Explanation:
In AMPscript, to create a FOR loop that populates HTML table rows, the developer should place the FOR keyword before the<tr>tag. This ensures that each iteration of the loop creates a new table row with the appropriate data.
Example:
<table> <tbody> %%[FOR @i = 1 TO RowCount(@TargetDE) DO]%% <tr>
<td>%%=Field(Row(@TargetDE, @i), "FieldName")=%%</td> </tr> %%[NEXT @i]%% </tbody>
</table>
References:
* AMPscript Guide
* Salesforce Marketing Cloud Documentation

NEW QUESTION # 155

A developer wants to design a custom subscription center in CloudPages. The developer prefers to code in AMPscript, but is also skilled in Server-Side JavaScript. While the developer is confident their code is of high quality, they would still like to handle unexpected errors gracefully to ensure the best user experience.
Whichfeature should handle this scenario?

- A. Wrapping thecode in a AMPscript HandleError block
- B. Wrapping the code in a Server-Side JavaScript Try/Catch block
- C. Marketing Cloud automatically handles any error scenario that may occur
- D. Using RaiseError AMPscript function when an error occurs

Answer: B

Explanation:
To handle unexpected errors gracefully in a custom subscription center, wrapping the code in a Server-Side JavaScript (SSJS) Try/Catch block is recommended.
* Try/Catch Block: Using a Try/Catch block in SSJS allows the developer to catch and handle exceptions, providing a mechanism to manage errors without disrupting the user experience.
* SSJS Example:
<script runat="server"> Platform.Load("Core", "1"); try { // Code that may throw an error } catch (e) { // Handle the error Write(Stringify(e)); } </script>
1: Salesforce Server-Side JavaScript (SSJS) Guide

NEW QUESTION # 156

How often should a developer request a new token when making multiple API calls in v1?

- A. Before every new call
- B. Once an hour
- C. When changing routes/objects
- D. Every 15 minutes

Answer: B

Explanation:

A developer should request a new tokenonce an hourwhen making multiple API calls in v1. Salesforce Marketing Cloud access tokens are typically valid for one hour, and refreshing them every hour ensures that the API calls are authenticated.
References:
* Salesforce Marketing Cloud API Token Management
* Salesforce Marketing Cloud Authentication

NEW QUESTION # 157

Northern Trail Outfitters (NTO) wants to prevent competitors fromreceiving a coupon email. They also want to capture email addresses of competitors who are included in the targeted audience.
Which feature could NTO use to prevent the coupon frombeing sent and report the email addresses skipped?

- **A. Exclusion Script**
- B. RaiseError AMPscript function
- C. Try/Catch SSJS functions
- D. Auto-Suppression list

Answer: A

Explanation:
An Exclusion Script is used to exclude certain subscribers froman email send based on defined criteria. It can also log or capture details of those excluded addresses for reporting purposes.
* Exclusion Script: This script runs before the send and can dynamically exclude recipients based on logic you define. It allows you to prevent competitors fromreceiving the email and to log their email addresses.

NEW QUESTION # 158

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