

Salesforce Marketing-Cloud-Developer Original Questions, Marketing-Cloud-Developer Valid Exam Notes



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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q116-Q121):

NEW QUESTION # 116

Contact Builder can be used to create a relational model of an organization's data within Marketing Cloud. Which three factors should be taken into consideration when preparing data to be used in Contact Builder? Choose 3 answer

- A. Assigning data relationships and primary keys across all channels
- B. Verifying all data extensions have a sendable value
- C. Verifying each data extension has the required Email Address field populated
- D. Verifying data address marketing needs
- E. Normalizing data to reduce redundancy

Answer: A,B,D

NEW QUESTION # 117

Certification Aid wants to create a file drop automation with a filename pattern. An import file is placed daily on the Marketing Cloud Enhanced FTP server, and the file name always starts with the current month and day (e.g. OCT26). How should the filename pattern be defined? Choose 2.

- A. %%%Month%%Day%%
- B. Ends With operator
- C. %%MMDD%%
- D. Begins With operator

Answer: A,D

NEW QUESTION # 118

A developer wants to create an HTML table where rows will alternate background colors between white and red. The developer does not know how many rows will be sent within each email, and decides to use a loop and assigns the RowCount() of the table rows to the variable @numerator. What is the recommended AMPscript logic to determine the background color of each table row within the loop?

- A. %%[IF SUBSTRING(DIVIDE(@numerator,2),1) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- B. %%[IF MOD(@numerator,2) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- C. %%[IF DIVIDE(@numerator,2) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- D. %%[IF @numerator/2 = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%

Answer: B

Explanation:

To alternate the background color of rows in an HTML table using AMPscript, the MOD function can be used to determine if the row number is odd or even.

* MOD Function: The MOD function returns the remainder of a division operation. By using MOD (@numerator, 2), the function returns 1 for odd rows and 0 for even rows, allowing the background color to be set accordingly.

* AMPscript Example:

```
%%[ SET @numerator = 1 FOR @i = 1 TO RowCount(@rows) DO SET @color = IF MOD(@numerator, 2) = 1 THEN 'Red' ELSE 'White' ENDIF SET @numerator = ADD(@numerator, 1) ]%% <tr style="background-color: %%v(@color)=%%;"> <!-- Row content --> </tr> %%[ NEXT @i ]%%
```

1: Salesforce AMPscript Functions

NEW QUESTION # 119

Northern Trail Outfitters uses a number to uniquely identify contacts across different marketing channels.

Which two actions should the developer take to ensure the contacts relate across channels in Marketing Cloud when working with the data model?

Choose 2 answers

- A. Create Attribute Groups linking the unique identifier to the Contact for each channel.
- B. Use a unique identifier specific to each channel and automatically connect them-..
- C. Link the numeric field value to the Contact ID in Attribute Groups in Contact Builder.
- D. store the numeric unique identifier value as a Text data type in data extensions.

Answer: A,C

Explanation:

To ensure that contacts relate across different channels in Marketing Cloud, you need to link the unique identifier used across channels to the Contact ID in Contact Builder. This involves creating Attribute Groups and establishing the relationships between the unique identifier and the Contact ID.

* Link the Numeric Field Value: By linking the numeric unique identifier to the Contact ID in Attribute Groups, you ensure that each contact is uniquely identified across channels.

* Create Attribute Groups: Attribute Groups in Contact Builder allow you to map the relationships between different data sources and the Contact object, ensuring that the unique identifier is connected correctly for each channel.

1: Salesforce Contact Builder Documentation

NEW QUESTION # 120

A developer needs to create a fully-branded CloudPage which includes images hosted in Content Builder. The developer wants to secure the page and its elements using the SSL protocol.

What is the minimum number of SSL certificates required?

- A. Three
- B. One
- C. Two
- D. None

Answer: B

Explanation:

To secure a CloudPage and its elements (such as images) using SSL, a single SSL certificate can be used if both the CloudPage and the images are hosted under the same domain. This SSL certificate ensures that all content served from that domain is encrypted and secure.

NEW QUESTION # 121

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