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Salesforce Marketing-Cloud-Developer Certification Exam is a challenging exam that requires a lot of preparation and practice. Candidates are expected to have a good understanding of various marketing cloud concepts, including email marketing, mobile marketing, social media marketing, and web marketing. Candidates are also expected to have experience in developing marketing cloud solutions using Salesforce Marketing Cloud.

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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q78-Q83):

NEW QUESTION # 78
From which business unit could the Contact Delete feature be used within an Enterprise 2.0 account?

- A. The Parent account
- B. The business unit where the contact was introduced
- C. Only in Agency accounts
- D. Any business unit

Answer: A

NEW QUESTION # 79
A developer uses an API to send data to a Marketing Cloud data extension once every five minutes using the REST API. They notice data does not always write to the data extension, leading to data loss.
Which three best practices are recommended to avoid this issue? Choose 3 answers

- A. In case of Server errors, request a new Access Token before each request.
- B. Store the expiry of the access token to ensure a new token is requested if the old one is invalid.
- C. In case of Server errors, ensure the Server is available and attempt the call again.
- D. Use Username and Password authentication instead of oAuth client ID and client secret.
- E. In case of 'Not Authorized' errors, request a new Access Token and attempt the call again.

Answer: B,C,E

Explanation:
To avoid data loss and ensure reliable data transfer to Marketing Cloud data extensions, follow these best practices:
* Handle 'Not Authorized' Errors: If a 'Not Authorized' error occurs, it is likely due to an expired or invalid access token. Request a new access token and retry the API call.
* Retry on Server Errors: If a server error occurs, it might be a temporary issue. Ensure the server is available and retry the call.
* Token Expiry Management: Store the expiry time of the access token and request a new one before the old token expires to prevent authorization issues.
1: Salesforce Marketing Cloud API Best Practices

NEW QUESTION # 80
Northern Trail Outfitters (NTO) wants to prevent competitors from receiving 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 from being sent and report the email addresses skipped?

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

Answer: A

Explanation:
An Exclusion Script is used to exclude certain subscribers from an 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 from receiving the email and to log their email addresses.

NEW QUESTION # 81
A developer has a text field in a data extension they want to format using the FormatCurrency AMPscript function. Which two values would return $6.96? Choose 2

- A. 6.96
- B. 6,961
- C. $6.96
- D. 6.96

Answer: A,D

Explanation:
The FormatCurrency AMPscript function is used to format a numeric value as a currency. To return a value of $6.96, the function would correctly format inputs like:
* 6.96 (B) - This is a direct numeric value that will be formatted to $6.96.
* 6.96 (D) - Same as above, the numeric value is directly formatted to $6.96.
Using FormatCurrency(6.96) in AMPscript will result in $6.96.
References:
Salesforce Marketing Cloud Documentation on FormatCurrency
AMPscript Guide

NEW QUESTION # 82
A particular data extension need to be configured to store six months of data.
How shoulddata retention be added to the data extension in Email Studio?

- A. Update the data extension configuration to include data retention settings.
- B. Create a new data extension that includes data retention settings
- C. Run a query to overwrite the rows with six months of data
- D. Import a file to overwrite the rows with six months of data

Answer: A

Explanation:
To configure a data extension to store data for six months, you should update the data extension configuration to include data retention settings.
* Data Retention Settings: You can configure data retention directly within the data extension settings in Email Studio to specify how long data should be retained. This ensures that data older than the specified period is automatically deleted.
* Go to Email Studio -> Subscribers -> Data Extensions.
* Select the data extension you want to configure.
* Click on "Properties".
* Under "Data Retention", set the retention period to six months and define the retention settings accordingly.
1: Salesforce Data Extension Retention Settings

NEW QUESTION # 83
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