

Marketing-Cloud-Developer Reliable Exam Questions | Current Marketing-Cloud-Developer Exam Content



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There are various individuals who have never shown up for the Salesforce Certified Marketing Cloud Developer Exam certification test as of now. They know close to nothing about the Salesforce Certified Marketing Cloud Developer Exam exam model and how to attempt the requests. Salesforce Marketing-Cloud-Developer Dumps give an unequivocal thought of the last preliminary of the year model and how a promising rookie ought to attempt the solicitation paper to score well.

To become a Salesforce Certified Marketing Cloud Developer, candidates must pass the Marketing-Cloud-Developer Exam. Marketing-Cloud-Developer exam consists of 60 multiple-choice questions that must be completed within 105 minutes. The questions cover a wide range of topics, including data management, scripting languages, automation workflows, and email marketing.

Becoming a Salesforce Certified Marketing Cloud Developer can be beneficial for individuals who want to enhance their career prospects in the marketing technology industry. Salesforce Certified Marketing Cloud Developer Exam certification is highly valued by employers and can help professionals stand out in a competitive job market. Additionally, earning this certification can demonstrate a candidate's ability to develop and implement custom solutions using Marketing Cloud, which can be a valuable asset for businesses looking to optimize their marketing strategies.

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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q100-Q105):

NEW QUESTION # 100

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

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

Answer: B

NEW QUESTION # 101

Which aspect should a developer consider before creating an Server-to-Server Installed Package and associated API Integration in Marketing Cloud?

- A. Using an Installed Package, APIs will have access to resources in all Business Units.
- B. Scope (Permissions) will be granted based on the User who is creating the Installed Package.
- C. Scope (Permissions) must be specifically granted when creating an API Integration component inside an Installed Package.

Answer: C

Explanation:

When creating a Server-to-Server Installed Package and associated API Integration in Marketing Cloud, it is essential to grant specific scopes (permissions) to the API Integration component. This ensures that the integration has the necessary access to perform its tasks without granting unnecessary permissions.

NEW QUESTION # 102

Certification Aid wants to import data from a CSV file into a Data Extension. The CSV file contains all relevant data. New records should be added to the Data Extension, and records which are not in the file should be removed from the Data Extension. Which import operation should be chosen for this? Choose 1.

- A. Add and update
- B. Add only
- C. Overwrite
- D. Update only

Answer: C

Explanation:

The "Overwrite" import operation is used when you want to completely replace the contents of a Data Extension with the contents of the import file. This operation adds new records from the file and removes any records that are not present in the file.

* Overwrite Operation: This will ensure that the Data Extension contains only the records present in the CSV file. Any existing records in the Data Extension that are not in the file will be deleted.

1: Salesforce Marketing Cloud Import Activity

NEW QUESTION # 103

A marketing director at Northern Trail Outfitters wants to analyze the Send, Click, and Open Data Views. Which activities should the developer build to generate the data before transferring it to the SFTP?

- A. Query Activity > Tracking Extract
- B. Query Activity > Data Extension Extract
- C. Filter Activity > Data Extension Extract
- D. Data Views Extract > Filter Activity

Answer: D

NEW QUESTION # 104

A developer is using the REST Authorization Service to obtain an OAuth access token. Which method should be used to include the access token in the API requests

- A. Include the header x-access-token: your_access_token

- B. Include as a query parameter access_token=YOUR_ACCESS_TOKEN
- C. Include the header Authorization: Basic your_access_token
- D. Include the header Authorization: Bearer YOUR ACCESS TOKEN

Answer: D

NEW QUESTION # 105

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