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Salesforce Marketing-Cloud-Developer

Salesforce Certified Marketing Cloud Developer Exam

4

Which SSJS library can be used in email messages? Choose 1.

- A. None
- B. Platform
- C. Core
- D. Both

Answer: B

NEW QUESTION # 76

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The Marketing-Cloud-Developer Certification exam is a 120-minute exam consisting of 60 multiple-choice questions. Marketing-Cloud-Developer exam is computer-based and can be taken at any authorized testing center or online. To pass Marketing-Cloud-Developer exam, candidates must score at least 68%. Marketing-Cloud-Developer Exam Fee is \$400, and it is recommended that candidates have at least 6 months of experience working with Marketing Cloud before attempting the exam.

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The web-based Salesforce Marketing-Cloud-Developer mock test is compatible with many systems. This version of the Salesforce Marketing-Cloud-Developer practice exam requires an active internet connection. It does not require any additional plugins or software installation to operate. Furthermore, others also support the Marketing-Cloud-Developer web-based practice exam. Features of the Marketing-Cloud-Developer desktop practice exam software are web-based as well.

Salesforce Marketing Cloud Developer certification is an essential certification for anyone who wants to develop and implement marketing solutions using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Developer Exam certification provides developers with the necessary skills and knowledge to build and customize automation workflows, campaigns, and custom solutions using content management tools. By obtaining this certification, developers can demonstrate their expertise, enhance their technical skills, and gain a competitive edge in the job market.

Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q39-Q44):

NEW QUESTION # 39

A marketer is troubleshooting why an email send's tracking information is not available in Sales Cloud. The marketer confirms Marketing Cloud Connect is installed properly. What should be confirmed next to continue troubleshooting the send's tracking information?

- A. The email was sent to the All Subscribers list
- **B. The audience was a Salesforce Data Extension containing the appropriate SFID**
- C. The audience was built using a Triggered Send Data Extension template
- D. The tracking destination folder was set to My Tracking

Answer: B

NEW QUESTION # 40

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,C

NEW QUESTION # 41

A developer identified a use case where a triggered send of an email is needed. The developer already successfully set up authentication with a Client ID and Client Secret has used them in several REST calls.

When the REST call is made, a "401 Unauthorized" error is returned. What is the first thing the developer should check?

- A. The email interaction has been published.
- **B. The send permissions have been granted for the Client ID and Client Secret within Installed Packages.**
- C. The email interaction has been started
- D. The automation permissions have been granted for the Client ID and Client Secret within Installed Packages.

Answer: B

Explanation:

A "401 Unauthorized" error typically indicates an issue with authentication or permissions. Since the Client ID and Client Secret have been successfully used in other REST calls, the most likely cause is insufficient permissions for sending emails.

* Check Send Permissions: Ensure that the appropriate permissions for sending emails have been granted to the Client ID and Client Secret in the Installed Packages. Without these permissions, the API call will fail with a 401 error.

1: Salesforce Installed Packages and Permissions

NEW QUESTION # 42

A developer wants to implement a newsletter registration form on NTO's website. Prior to form submission, an email address provided by the visitor should be validated. Which option could be used to support this scenario?

- A. REST API, /address/v1/validateEmail route
- B. SOAP API, Perform method with ValidationAction object
- C. SOAP API, Describe method with EmailAddress object
- D. REST API, /messaging/v1/domainverification route

Answer: A

NEW QUESTION # 43

How can SSJS variables be referenced for content personalization? Choose 1.

- A. <ctrl:field name="variableName" />
- B. <ctrl:eval>variableName</ctrl:eval>
- C. <ctrl:eval name="variableName" />
- D. <ctrl:var name="variableName" />

Answer: B

Explanation:

To reference SSJS (Server-Side JavaScript) variables for content personalization in Salesforce Marketing Cloud, you use the <ctrl:eval> tag. This tag evaluates the SSJS variable and inserts its value into the content.

The correct usage is:

<ctrl:eval>variableName</ctrl:eval>

This syntax allows you to dynamically insert the value of variableName into the email content.

References:

- * Salesforce Marketing Cloud Documentation
- * AMPscript and SSJS Guide

NEW QUESTION # 44

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