

2026 High-quality Marketing-Cloud-Developer Paper | Marketing-Cloud-Developer 100% Free Certification Sample Questions



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Salesforce Marketing-Cloud-Developer certification is a credential that validates a developer's expertise in building custom solutions and integrations using the Marketing Cloud APIs and developer tools. Salesforce Certified Marketing Cloud Developer Exam certification is designed for developers who have experience in developing and implementing marketing solutions using the Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Developer Exam certification exam tests the developer's knowledge of the Marketing Cloud data model, scripting languages, REST APIs, and the best practices for building scalable and efficient solutions.

Salesforce Marketing-Cloud-Developer Certification Exam covers a wide range of topics, including data modeling, segmentation, personalization, automation, integration, and analytics. Marketing-Cloud-Developer exam also tests a candidate's understanding of Salesforce Marketing Cloud's architecture and its various components, such as email studio, mobile studio, social studio, and advertising studio.

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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q98-Q103):

NEW QUESTION # 98

A developer is managing the data model programmatically and needs to access Attribute Group schema via the API. Which API should the developer use?

- A. REST
- B. SOAP
- C. XML
- D. Bulk

Answer: A

Explanation:

To manage the data model programmatically and access the Attribute Group schema, the REST API should be used. The REST API provides endpoints to interact with and retrieve information about Attribute Groups and their schemas.

NEW QUESTION # 99

A developer is writing a query to select unique subscribers who opened any emails sent since the beginning of the previous day. Which query would provide that result?

- A)
- B)
- C)
-

- A. Option A
- B. Option C
- C. Option B

Answer: A

NEW QUESTION # 100

A new record is appended to the Orders data extension each time a customer makes a purchase. Which SQL statement would select a unique list of subscribers who have made multiple purchases?

- A. SELECT TOP 1 SubscriberKey FROM Orders
- B. SELECT SubscriberKey FROM Orders GROUP BY SubscriberKey HAVING COUNT(*)>1
- C. SELECT DISTINCT SubscriberKey FROM Orders
- D. SELECT SubscriberKey FROM Orders GROUP BY SubscriberKey

Answer: B

Explanation:

To select a unique list of subscribers who have made multiple purchases, the developer should use the following SQL statement: SELECT SubscriberKey FROM Orders GROUP BY SubscriberKey HAVING COUNT(*) > 1 This query groups the records by SubscriberKey and selects only those groups where the count of records is greater than one, indicating multiple purchases.

References:

SQL GROUP BY Statement

SQL HAVING Clause

NEW QUESTION # 101

What is the purpose of the IF statement below?

- A. To handle when images are broken
- B. To handle when there are multiple records in the data extension for the subscriber
- C. To handle when no row is returned by the LookupRows function
- D. To handle when the subscriber is in a held status

Answer: C

NEW QUESTION # 102

Northern Trails Outfitters (NTO) has a sendable data extension with 1,500,000 contact records they want to delete. Which step is required before deleting the contacts?

- A. Query the records into a new sendable data extension and delete it
- B. Navigate to Email Studio and delete the data extension
- C. Navigate to Contact Builder and delete the data extension
- D. Divide the records in half and delete each resulting data extension

Answer: C

Explanation:

Before deleting a sendable data extension that contains a large number of contact records, it is important to manage the contact deletion through Contact Builder. Deleting the data extension from Contact Builder ensures that all related contact information is also removed from the contact model.

Salesforce Contact Builder

NEW QUESTION # 103

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