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Salesforce Marketing-Cloud-Developer exam is a challenging exam that requires extensive knowledge of the Marketing Cloud platform and its developer tools. Marketing-Cloud-Developer exam consists of 60 multiple-choice questions and has a time limit of 105 minutes. The passing score for the exam is 68%, and the exam fee is \$200 USD. Marketing-Cloud-Developer Exam is available in English and Japanese languages, and it can be taken online or at a testing center.

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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q184-Q189):

NEW QUESTION # 184

How many month of data can a developer query from the tracking data views (_Sent, _Open, _Click)?

- A. There is no limit
- B. Six Months

- C. 12 Months
- D. One Month

Answer: B

Explanation:

The tracking data views in Salesforce Marketing Cloud, such as Sent, Open, and Click, store data for a limited period.

* Data Retention Period: Salesforce Marketing Cloud retains tracking data for up to six months in the data views. This means that developers can query up to six months of tracking data using these views.

NEW QUESTION # 185

Which activity is required before a compressed file can be imported?

- A. Data Extract
- **B. File Transfer**
- C. Decompress File
- D. Import File

Answer: B

Explanation:

Before importing a compressed file into Marketing Cloud, a File Transfer activity is required to move and decompress the file. The File Transfer activity allows you to specify the source and destination locations and to decompress the file, making it ready for the import process.

NEW QUESTION # 186

A developer wants to delete a batch of subscribers from Marketing Cloud. The developer performs a Contact Delete on a batch of records in a data extension in Contact Builder. Which scenario would cause subscriber records to remain in the data extension?

- A. Sendable data extension with SubscriberKey field
- **B. Contact Delete process does not delete rows from data extensions**
- C. Non-sendable data extension with SubscriberKey field
- D. Sendable data extension with SubscriberKey and EmailAddress fields

Answer: B

Explanation:

The Contact Delete process in Marketing Cloud removes contact data from the contact model but does not remove records from the data extensions themselves.

* Contact Delete Process: When you perform a Contact Delete in Contact Builder, it removes the contact data from the contact model but leaves the actual rows in the data extensions intact.

NEW QUESTION # 187

Certification Aid sends an email to a newly imported List with Subscribers who have no associated Subscriber Key. Which value will become the Contact Key? Choose 1.

- **A. Email address**
- B. Subscriber ID
- C. Unique random number
- D. ContactID

Answer: A

Explanation:

When an email is sent to a list where subscribers have no associated Subscriber Key, Marketing Cloud will use the Email Address as the Contact Key by default. This ensures that each subscriber can still be uniquely identified even if they do not have a predefined Subscriber Key.

1: Salesforce Subscriber Key Concepts

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