

# Quiz Salesforce - Marketing-Cloud-Developer - Efficient Salesforce Certified Marketing Cloud Developer Exam Exam Preview



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The Salesforce Certified Marketing Cloud Developer Exam (Marketing-Cloud-Developer) examination is necessary for career advancement, therefore, doing your best to prepare for the Salesforce Certified Marketing Cloud Developer Exam (Marketing-Cloud-Developer) certification exam is essential. To succeed on the Salesforce Certified Marketing Cloud Developer Exam (Marketing-Cloud-Developer) exam, you require a specific Salesforce Certified Marketing Cloud Developer Exam (Marketing-Cloud-Developer) exam environment to practice. But before settling on any one method, you make sure that it addresses their specific concerns about the Marketing-Cloud-Developer Exam, such as whether or not the platform they are joining will aid them in passing the Salesforce Certified Marketing Cloud Developer Exam (Marketing-Cloud-Developer) exam on the first try, whether or not it will be worthwhile, and will it provide the necessary Marketing-Cloud-Developer Questions.

Salesforce Marketing-Cloud-Developer (Salesforce Certified Marketing Cloud Developer) Certification Exam is one of the most sought-after certifications in the field of marketing cloud technology. Salesforce Certified Marketing Cloud Developer Exam certification is designed to validate a candidate's knowledge and skills in developing and implementing marketing automation solutions using Salesforce Marketing Cloud.

The Salesforce Marketing-Cloud-Developer Exam consists of 60 multiple-choice and multiple-select questions to be completed in 105 minutes. Marketing-Cloud-Developer exam fee is \$400, and candidates must achieve a passing score of 68% or higher to earn the certification. Marketing-Cloud-Developer exam is available in English, Japanese, and Portuguese.

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Earning the Salesforce Marketing-Cloud-Developer Certification is an excellent way for professionals to demonstrate their expertise in marketing cloud development. Salesforce Certified Marketing Cloud Developer Exam certification is highly valued in the industry and is recognized by many companies as a measure of a developer's skill and knowledge in this area. With this certification, professionals gain a competitive edge in the job market and are better positioned to advance their careers.

## **Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q90-Q95):**

### **NEW QUESTION # 90**

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

**Answer: D**

### **NEW QUESTION # 91**

Northern Trail Outfitters uses a Send Log and sends more than one million emails per day. They want to execute daily reports on all subscriber activity without impacting send performance.

Which set of best practices should be implemented"

- A. Add a data retention policy to the Send Log, then run reports from the \_Opens data view.
- B. Add a data retention policy to the Send Log, then run reports from the Send Log data extension.
- C. Copy new Send Log records to an Archive data extension, then run reports from the Send Log data extension.
- D. Copy new Send Log records to an Archive data extension, then run reports from the Archive data extension.

**Answer: D**

Explanation:

To execute daily reports on all subscriber activity without impacting send performance, the best practice is to copy new Send Log records to an Archive data extension, then run reports from the Archive data extension (C). This approach ensures that the reporting activity does not interfere with the performance of ongoing send operations.

References:

\* Salesforce Marketing Cloud Send Log Best Practices

\* Data Extension Best Practices

### **NEW QUESTION # 92**

A developer is experiencing timeouts when testing a SQL Query Activity in Automation Studio. How should the developer optimize the query?

- A. Ensure all SQL Query Activities are in the same step in the automation.
- B. Limit joins to the INNER JOIN within all SQL Query Activities.
- C. Use intermediate tables to break queries into smaller parts.
- D. Configure a longer timeout period within Administration in Automation Studio.

**Answer: C**

### **NEW QUESTION # 93**

A developer identified duplicate contacts and initiated a Contact Delete process for 10 million subscribers. How could the process

be expedited?

- A. Change the Suppression value to a larger value
- B. Delete any unnecessary Sendable Data Extensions
- **C. Stop current delete process and delete smaller groups**
- D. Manually delete subscribers in All Contacts

**Answer: C**

#### **NEW QUESTION # 94**

A developer is configuring a new Marketing Cloud account and has decided to use a unique 10-digit integer as each customer's Contact Key.

Which data type should be used when representing the value of Contact Key?

- A. Number
- **B. Text**
- C. Decimal

**Answer: B**

Explanation:

In Marketing Cloud, the Contact Key should be represented as a Text data type, even if it is a numeric value.

This is because using the Text data type avoids issues related to numeric value formatting and allows for greater flexibility in handling the values.

1: Salesforce Contact Builder Best Practices

#### **NEW QUESTION # 95**

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