

Marketing-Cloud-Developer Exam Sims - New Marketing-Cloud-Developer Dumps Pdf



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Salesforce Marketing Cloud is a powerful marketing automation platform that enables businesses to interact with their customers through personalized and targeted communication. The platform offers a suite of tools that includes email marketing, social media management, mobile messaging, and advertising. A certified Salesforce Marketing-Cloud-Developer can leverage the platform's capabilities to develop and implement custom solutions that cater to specific business needs. Salesforce Certified Marketing Cloud Developer Exam certification validates a professional's expertise in using the platform and creating custom solutions.

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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q67-Q72):

NEW QUESTION # 67

A developer needs to import a file nightly that will be used for multiple SQL Query Activities. The file could arrive any time between

2 a.m. and 5 a.m., and one of the requirements is that there is a unique file name for each import, rather than overwriting the file on the FTP site.

Which action should be configured?

- A. Scheduled Automation
- B. Dynamic File Import
- **C. File Drop Automation**

Answer: C

Explanation:

A File Drop Automation should be configured to handle files that arrive at varying times and have unique filenames. This type of automation triggers when a file is dropped into a specific folder on the Enhanced FTP site, allowing the system to handle imports as soon as the file arrives.

NEW QUESTION # 68

A developer wants to build out a series of CloudPages that will interact with several REST APIs. Which Marketing Cloud supported scripting tool should be used?

- A. AMPscript
- B. GTL
- **C. SSJS**

Answer: C

Explanation:

To build out a series of CloudPages that will interact with several REST APIs, the developer should use SSJS (Server-Side JavaScript) (C). SSJS is supported in Marketing Cloud and provides robust capabilities for interacting with external APIs, handling HTTP requests, and processing data.

References:

- * Salesforce Marketing Cloud SSJS Guide
- * SSJS Functions

NEW QUESTION # 69

A developer receives Error Code 5 when performing a SOAP API call. The error states: "Cannot Perform 'Post' on objects of type 'SentEvent'".

What could be the issue?

- A. It may be a temporary network issue.
- **B. 'SentEvent' is not able to be updated using SOAP.**
- C. SOAP does not support POST; use REST
- D. The authentication token has expired.

Answer: B

NEW QUESTION # 70

Northern Trail Outfitters uses a number to uniquely identify contacts across different marketing channels.

Which two actions should the developer take to ensure the contacts relate across channels in Marketing Cloud when working with the data model?

Choose 2 answers

- **A. store the numeric unique identifier value as a Text data type in data extensions.**
- **B. Link the numeric field value to the Contact ID in Attribute Groups in Contact Builder.**
- C. Create Attribute Groups linking the unique identifier to the Contact for each channel.
- D. Use a unique identifier specific to each channel and automatically connect them-..

Answer: A,B

NEW QUESTION # 71

An UpdateDE AMPscript function is used to update a column value in a data extension row when an email is sent. The emails being sent to 250,000 subscribers, but the user decides to cancel the send during the sending process and only 400 emails are sent. How many subscriber rows would be affected by the UpdateDE function?

- A. 400 subscribers who were sent the email
- B. All 250,000 subscribers
- C. No rows are updated
- D. Only subscribers who exist in All Subscribers

Answer: A

Explanation:

The UpdateDE function in AMPscript updates the data extension rows as the emails are being sent. If the send is canceled and only 400 emails are sent, then only the 400 subscribers who received the email will have their data extension rows updated by the UpdateDE function.

1: Salesforce AMPscript UpdateDE Function

NEW QUESTION # 72

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