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To prepare for the Salesforce Marketing Cloud Developer certification exam, candidates must have a comprehensive understanding of the various modules and tools within the Marketing Cloud platform. They must also have a solid understanding of data architecture, data modeling, and database management concepts. In addition, they should be familiar with programming languages such as AMPscript and SQL, as well as web development languages such as HTML, CSS, and JavaScript.

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

NEW QUESTION # 39

A developer wants to inject a Contact into a journey using API. What method and route would be used to accomplish this?

- A. Post / contacts/v1/contacts
- B. Post/interaction/v1/interactions
- C. Post/ interaction/ v1/events
- D. Post/v1hub/datevents/key:[key] /rows / {primaryKeys

Answer: C

NEW QUESTION # 40

Certification Aid wants to trigger and email send in Marketing Cloud when a purchase is made on their website. Which API should be used for this? Choose 2.

- A. Subscriber API
- B. REST API
- C. SOAP API
- D. Email API

Answer: B,C

Explanation:
To trigger an email send in Marketing Cloud when a purchase is made on a website, you can use either the REST API or the SOAP API. Both APIs provide methods to send triggered emails.
* REST API: The REST API can be used to trigger emails by making a call to the
/messaging/v1/messageDefinitionSends/{key}/sendendpoint.
* SOAP API: The SOAP API can also be used to trigger sends by utilizing theTriggeredSendobject.

NEW QUESTION # 41

A developer needs to process a payload from an external system in a CloudPage.
What Marketing Cloud Server-Side JavaScript Platform function should be used for converting a string payload in JSON format to a JavaScript object?

- A. CreateObject
- B. ParseJSON
- C. Base64Decode
- D. Stringify

Answer: B

NEW QUESTION # 42

Northern Trail Outfitters wants to trigger follow upmessages after a subscriber opens an email.
What process would they use to get real-time engagement data?

- A. WSproxy Service
- B. Event Notification Service
- C. Query Activity
- D. Client-Side JavaScript

Answer: B

Explanation:
The Event Notification Service (ENS) in Salesforce Marketing Cloud provides real-time event notifications, such as email opens and clicks. Using ENS, Northern Trail Outfitters can trigger follow-up messages based on real-time engagement data.

NEW QUESTION # 43

Certification Aid created following AMPscript code: %%[SET @var1 = 10 SET @var2 = 20 SET @var3 = 30]%% How can the three variables be summed up to evaluate to 60? Choose 1.

- A. SET @total = Add(@var1, @var2, @var3)
- B. SET @total = @var1 + @var2 + @var3
- C. SET @total = Sum(@var1, @var2, @var3)
- D. SET @total = Add(@var1, Add(@var2, @var3))

Answer: D

NEW QUESTION # 44

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