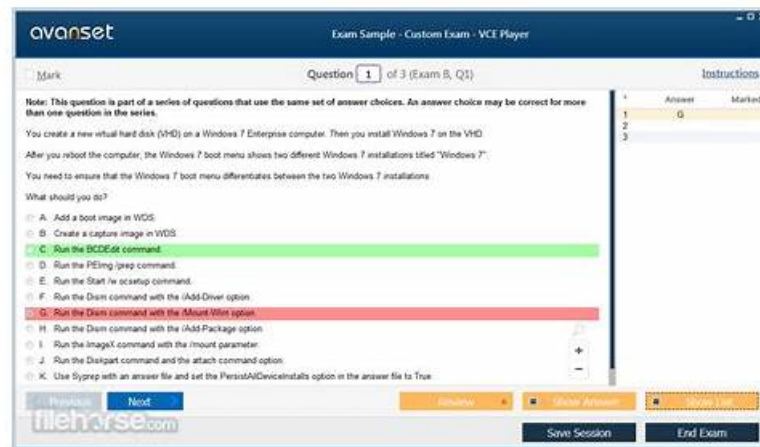


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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q15-Q20):

NEW QUESTION # 15

Which two AMPscript HTTP functions allow an OAuth token to be passed in a header?
Choose 2 answers

- A. HTTPPost
- B. HTTPGet2
- C. HTTPGet
- D. HTTPPost2

Answer: A,C

NEW QUESTION # 16

A developer wants to expand the functionality of existing code which was written in AMPscript, but prefers to use Server-Side JavaScript (SSJS) for updates.

Which SSJS statement will retrieve the value of the AMPscript variable named subKey?

- A. Variable.SetValue("subKey", "Value");
- B. Var.Get("subKey");
- C. Var.Retrieve("@subKey");
- D. Variable.GetTVValue("@subKey");

Answer: D

NEW QUESTION # 17

A developer is using the legacy endpoint www.exacttargetapis.com and has been asked to switch to Tenant Specific Endpoints (TSEs). What is a benefit of switching to TSEs?

- A. Gain access to TSE-specific REST routes
- B. A longer lasting OAuth token
- C. API calls will no longer fail
- D. Improved API performance

Answer: D

Explanation:

Switching to Tenant Specific Endpoints (TSEs) provides the benefit of improved API performance (D).

Tenant Specific Endpoints are designed to provide optimized performance by ensuring that API calls are routed through endpoints that are dedicated to a specific tenant, reducing latency and potential congestion issues associated with shared endpoints.

References:

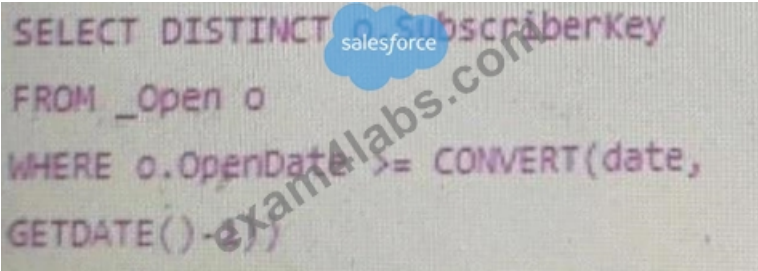
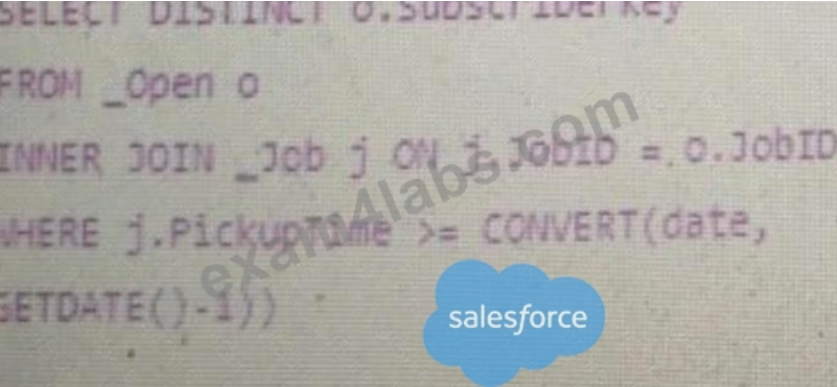
Salesforce Marketing Cloud Tenant Specific Endpoints

API Best Practices

NEW QUESTION # 18

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.

```
SELECT DISTINCT o.SubscriberKey
FROM _Open o
INNER JOIN _Job j ON j.JobID = o.JobID
WHERE o.SendDate >= CONVERT(date,
GETDATE('2017-10-10'))
```

Answer: B

Explanation:

Content Builder uses the REST API to manage content within Salesforce Marketing Cloud. The REST API allows developers to create, update, retrieve, and delete content assets, making it suitable for cross-channel campaign functions.

NEW QUESTION # 19

A developer wants a link to be dynamic based on subscriber attributes. Rather than create numerous links, the developer uses AMPscript to set the link's value as a variable. The variable will be used within the <a> tag.

What should the developer do within the <a> tag to ensure clicks are tracked for the variable? Choose 2

- A. Wrap the variable in a RedirectTo function
- B. Include a variable for the Alias attribute
- C. Ensure the Conversion attribute is 'true'
- D. Wrap the variable in a v function

Answer: A

NEW QUESTION # 20

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