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Salesforce Marketing-Cloud-Developer Certification is designed for professionals who specialize in executing and developing marketing automation solutions using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Developer Exam certification validates your knowledge of Marketing Cloud tools, including email marketing, social media, mobile marketing, and lead generation. It also highlights your skills in designing and implementing data-driven marketing campaigns and managing customer journeys.

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Salesforce Marketing-Cloud-Developer (Salesforce Certified Marketing Cloud Developer) exam is designed to test an individual's knowledge of the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Developer Exam certification is intended for developers who have experience with the Marketing Cloud and want to validate their skills and knowledge. Passing Marketing-Cloud-Developer Exam demonstrates that the individual has the expertise and ability to design and develop solutions using the Marketing Cloud platform.

## Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q18-Q23):

### NEW QUESTION # 18

A developer wants to use the Marketing Cloud SOAP API to retrieve which subscribers were sent a particular email. Which SOAP API object should be used?

- A. LinkSend
- B. Send
- C. ListSend
- D. **SentEvent**

**Answer: D**

Explanation:

To retrieve which subscribers were sent a particular email using the Marketing Cloud SOAP API, the developer should use the SentEvent (C) SOAP API object. This object records the event when an email is successfully sent to a subscriber.

References:

- \* Salesforce Marketing Cloud SOAP API
- \* SentEvent Object

### NEW QUESTION # 19

How can subscriber, system, and sendable Data Extension attributes be referenced for content personalization using SSJS? Choose 1.

- A. `<field name="attributeName" />`
- B. `<ctrl:var name="attributeName" />`
- C. **`<ctrl:field name="attributeName" />`**
- D. `<ctrl:attribute name="attributeName" />`

**Answer: C**

Explanation:

To reference subscriber, system, and sendable Data Extension attributes for content personalization using SSJS, the correct syntax is `<ctrl:field name="attributeName" />`. This tag allows you to dynamically insert the value of an attribute into the email content.

\* `<ctrl:field>` Tag: This tag is used to insert the value of an attribute from a Data Extension or subscriber attribute into the content.

The name attribute of the `<ctrl:field>` tag specifies which attribute's value should be used.

`%%[ var @firstName set @firstName = AttributeValue("FirstName") ]%% Hello, <ctrl:field name="FirstName" />!`

1: Salesforce SSJS Guide

This syntax ensures that the correct personalization attributes are pulled into the email, enabling dynamic and personalized content based on subscriber data.

### NEW QUESTION # 20

A developer wants to create a Send Log Data Extension to increase efficiency with tracking email sends.

Which two best practices should the developer remember when configuring the Send Log Data Extension?

Choose 2 answers

- A. Maximize the field size to accommodate all incoming data.
- B. Create a number of fields equal to the fields in the source data extension.
- C. **Use Data Retention to limit the amount of data captured.**
- D. **Limit custom fields in the data extension to 10 or fewer.**

**Answer: C,D**

Explanation:

When configuring a Send Log Data Extension, it is crucial to follow best practices to ensure efficient tracking and data management.

\* Use Data Retention: Implementing data retention policies helps manage the volume of data stored in the send log, improving performance and reducing storage costs.

\* Limit Custom Fields: Limiting the number of custom fields to 10 or fewer helps maintain the efficiency and performance of the data

extension.

1: Salesforce Send Log Data Extension

### NEW QUESTION # 21

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

**Answer: A**

Explanation:

To retrieve the value of the AMPscript variable named subKey in Server-Side JavaScript (SSJS), the following statement should be used:

`Var.Get("subKey");`

This statement retrieves the value of the specified AMPscript variable within SSJS.

References:

\* Salesforce Marketing Cloud SSJS Guide

\* AMPscript and SSJS Integration

### NEW QUESTION # 22

A developer wants to build an email that dynamically populates the physical address of a company's locations using the variable address. The deployment goes to millions of subscribers and the developer wants the fastest possible performance.

Which AMPscript solution should be recommended?

- A. `%%; SET @address = LookupRows("Building_Locations", "Address", "Id") ]%%`
- B. `%%[ SET @address = field(Lookup("Building_Locations", "Address", "Id", @Id), "Address") ]%%`
- C. `%%: SET @address = Lookup("Building_locations", "Address", "id" @id) ]%%`
- D. `%%[ SET @address = field(Row(LookupRows("Building_Locations", "Address", "Id"), 1), "Address") ]%%`

**Answer: B**

### NEW QUESTION # 23

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