

Marketing-Cloud-Developer Reliable Test Simulator - Marketing-Cloud-Developer Authorized Test Dumps



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Salesforce Marketing-Cloud-Developer Certification Exam is designed to test the knowledge and skills of professionals who work with the Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Developer Exam certification validates that the individual has the expertise required to create and manage complex marketing automation processes and integrations.

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Marketing-Cloud-Developer Authorized Test Dumps - Marketing-Cloud-Developer Question Explanations

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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q149-Q154):

NEW QUESTION # 149

Certification Aid wants to import an encrypted CSV file from the Marketing Cloud Enhanced FTP server. Which two File Transfer activities are needed to achieve this? Choose 2.

- A. To move the import file from the Enhanced FTP server to the Safehouse
- B. To decrypt the import file on the Safehouse.

- C. To decrypt the import file on the Enhanced FTP server.
- D. To move the import file from the Safehouse to Marketing Cloud.

Answer: A,B

Explanation:

When importing an encrypted file from the Enhanced FTP server, you need to move the file to the Safehouse first, and then decrypt it within the Safehouse.

* Move to Safehouse: Use a File Transfer activity to move the encrypted file from the Enhanced FTP server to the Safehouse.

* Decrypt in Safehouse: Use another File Transfer activity to decrypt the file within the Safehouse.

NEW QUESTION # 150

A developer is building an integration with the Marketing Cloud API. Which configuration should be used for the API integration component in the associated Installed Package?

- A. Select the 'Admin-approved users are pre-authorized' option under Permitted Users.
- B. Select all available options to enable package reuse for the future integrations
- **C. Select the minimum required scope for the integration**
- D. Select the 'Require Secret for Web Flow' option

Answer: C

Explanation:

When configuring an API integration component in an Installed Package, it is best practice to select the minimum required scope for the integration. This approach ensures that the integration has only the necessary permissions, enhancing security by limiting access to only what is required.

* Minimum Required Scope: Selecting only the scopes that are necessary for the integration helps maintain a secure and controlled environment.

NEW QUESTION # 151

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. Copy new Send Log records to an Archive data extension, then run reports from the Send Log data extension.
- C. Add a data retention policy to the Send Log, 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 (D). 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 # 152

A developer is creating a custom preference center and wants to log unsubscribe events from the CloudPage.

Which set of parameters should be captured and provided to the LongUnsubEvent Execute Call to ensure accurate unsubscribe information?

- A. SubscriberID and BatchID
- **B. SubscriberKey and JobID**
- C. EmailAddress and JobID
- D. SubscriberKey and BatchID

Answer: B

NEW QUESTION # 153

In which three ways should a developer optimize a query activity if it is currently timing out? Choose 3

- A. Use intermediate tables to stage data
- B. Only update records that have changed since last execution
- C. Use Primary key(s) on fields used in joins
- D. Use intrinsic functions in the WHERE clause
- E. Use SELECT * to include all fields

Answer: A,B,C

Explanation:

To optimize a query activity that is currently timing out, a developer can use the following strategies:

* Use Primary key(s) on fields used in joins (C)- Ensures that the join operations are efficient by utilizing indexed fields.

* Use intermediate tables to stage data (D)- Breaks down complex queries into simpler steps, improving manageability and performance.

* Only update records that have changed since last execution (E)- Reduces the amount of data processed by focusing only on changes since the last query run.

References:

* Salesforce Marketing Cloud SQL Optimization

* Query Activity Best Practices

NEW QUESTION # 154

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