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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q57-Q62):

NEW QUESTION # 57
A developer uses an API to send data to a Marketing Cloud data extension once every fiveminutes using the REST API. They notice data does not always write to the data extension, leading to data loss.
Which three best practices are recommended to avoid this issue? Choose 3 answers

- A. In case of Server errors, request a new Access Token before each request.
- B. In case of 'Not Authorized' errors, request a new Access Token and attempt the call again.
- C. Use Username and Password authentication instead of oAuth client ID and client secret.
- D. Store the expiry of the access token to ensure a new token is requested if the old one is invalid.
- E. In case of Server errors, ensure the Server is available and attempt the call again.

Answer: B,D,E

Explanation:
To avoid data loss and ensure reliable data transfer to Marketing Cloud data extensions, follow these best practices:
* Handle 'Not Authorized' Errors: If a 'Not Authorized' error occurs, it is likely due to an expired or invalid access token. Request a new access token and retry the API call.
* Retry on Server Errors: If a server error occurs, it might be a temporary issue. Ensure the server is available and retry the call.
* Token Expiry Management: Store the expiry time of the access token and request a new one before the old token expires to prevent authorization issues.
1: Salesforce Marketing Cloud API Best Practices

NEW QUESTION # 58
A developer wants CloudPages to work with a REST API returning data in JavaScript Object Notation. The developer wants to efficiently ingest the data and write it to a data extension.
Which function should be used?

- A. AMPscript function BuildRowsetFromString
- B. Server-Side 3avaScript function Stringify
- C. Server-Side JavaScript function ParseJSON
- D. AMPscript function BuildRowsetFromXML

Answer: C

Explanation:
When working with a REST API that returns data in JavaScript Object Notation (JSON) and needing to efficiently ingest the data and write it to a data extension, the developer should use theServer-Side JavaScript function ParseJSON. This function parses a JSON string and converts it into a JavaScript object, which can then be manipulated and written to a data extension.
References:
* Salesforce Marketing Cloud Server-Side JavaScript Guide
* SSJS ParseJSON Function

NEW QUESTION # 59
NTO uses data extensions to manage the subscriber information usedfor their email sends, and those sends includes calls to update records with new or different subscriber information. The developer handling these records writes some AMPscript to check and see if the data extension containing those records updated usingan InsertDE() call if the record doesn't yet exist. Why would the developer receive an error stating the application cannot insert a duplicate value for the primary key in the data extension?

- A. The InsertDE function cannot be used at send time
- B. The InsertDE function comes after the system added the row as part of the email send
- C. The InsertDE function will always insert two rows into a data extension as part of the call
- D. The InsertDE function cannot be used with name and value pairs

Answer: A

Explanation:
The error stating that the application cannot insert a duplicate value for the primary key in the data extension occurs because the InsertDE function cannot be used at send time. The InsertDE function is designed to insert records into a data extension, but it cannot handle the transactional nature of email sends where records might be added simultaneously.
References:
* Salesforce Marketing Cloud AMPscript InsertDE Function
* Salesforce Marketing Cloud Data Extension Best Practices

NEW QUESTION # 60

A developer receives a request to integrate Marketing Cloud with a lead capture tool. The lead capture tool will call the Marketing Cloud API to create a data extension every time a new lead form is published. The created data extension's name should match the name of the form exactly.
Which API feature could the developer use to dynamically create these data extensions?

- A. SOAP API using Create Method and the DataExtension Object
- B. REST API using POST on the /interaction/v1/EventDefinitions endpoint with Schema populated
- C. REST API using POST on the /data/v1/customobjectdata/ endpoint
- D. Creating the data extension using API is not possible

Answer: C

NEW QUESTION # 61

From which business unit could the Contact Delete feature be used within an Enterprise 2.0 account?

- A. Only in Agency accounts
- B. The Parent account
- C. The business unit where the contact was introduced
- D. Any business unit

Answer: B

Explanation:
In an Enterprise 2.0 account, the Contact Delete feature can only be used from the Parent account. This centralization ensures that contact deletion is managed consistently and in compliance with organizational policies.
References:
* Salesforce Marketing Cloud Contact Builder
* Contact Management in Enterprise 2.0

NEW QUESTION # 62

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