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Study Sheet: Marketing Cloud Developer

The "Exam Guide" sheet helps break down topics and approximate your readiness based on your confidence.
The "Resources Checklist" sheet includes a catalogue of resources that support studying within each section.

This sheet is intended for the course, providing you with accurate information.

Exam Topics	Weight	Description of what you need to know	How confident are you that you'll know enough to pass?	How ready are you for this exam?
Data Modeling	14%	Configure account Contact model in Marketing Cloud	0%	0%
		Given a scenario, differentiate the various types and uses of data extensions in Marketing Cloud	0%	
		Describe how Contact Records relate across channels	0%	
		Assign the Contact Record process	0%	
Programmatic Languages	35%	Given a scenario, demonstrate knowledge of multiFactor language syntax and functions	0%	0%
		Given a scenario, demonstrate knowledge of SQL language syntax and functions	0%	
		Implement standard development best practices using Marketing Cloud programming languages	0%	
		Describe how Marketing Cloud handles templated processing	0%	
API	22%	Given a customer scenario, determine how to programmatically retrieve a subscriber at email send time	0%	0%
		Describe the relationship between Marketing Cloud and Salesforce	0%	
		Given a scenario, describe API objects, methods, and routes	0%	
		Identify the main components of the Salesforce Connector	0%	
Data Management	22%	Describe the OAuth authentication flow and how an access token is used in SOAP and REST requests	0%	0%
		Given a scenario, evaluate the significance of document handling	0%	
		Describe the process for setting up Customized Data Extensions	0%	
		Describe the capabilities and limitations with file syncing	0%	
Security	7%	Configure import activity using various file formats within Marketing Cloud	0%	0%
		Given a scenario, verify SQL to produce the desired results	0%	
		Given a scenario, explain the different ways to select data from Marketing Cloud	0%	
		Describe SQL best practices for managing data in Marketing Cloud	0%	
How ready am I to take this exam based on my confidence levels?			0%	You're not Ready

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Salesforce Certified Marketing Cloud Developer is a highly sought-after certification that validates a developer's knowledge and skills when it comes to developing and implementing marketing solutions using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Developer Exam certification exam tests a candidate's knowledge in the areas of marketing software development, data modeling, configuration, and automation. Salesforce Certified Marketing Cloud Developer Exam certification is designed for technical professionals who specialize in marketing automation.

Salesforce Marketing-Cloud-Developer Exam is a challenging exam that requires extensive knowledge of the Marketing Cloud platform and its developer tools. Marketing-Cloud-Developer exam consists of 60 multiple-choice questions and has a time limit of 105 minutes. The passing score for the exam is 68%, and the exam fee is \$200 USD. Marketing-Cloud-Developer exam is available in English and Japanese languages, and it can be taken online or at a testing center.

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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q48-Q53):

NEW QUESTION # 48

A marketer is sending an email with dynamic content contained in a series of conditionals.

Which AMPscript function should be used to track the different versions of the content within the email?

- A. ContentAreaByName
- B. ContentBlockName
- C. ContentArea
- D. BeginImpressionRegion

Answer: D

Explanation:

To track different versions of content within an email using dynamic content contained in a series of conditionals, the marketer should use theBeginImpressionRegionAMPscript function. This function marks the beginning of a region of content to track impressions, making it easier to analyze which versions of the content were viewed.

References:

* Salesforce Marketing Cloud AMPscript Guide: BeginImpressionRegion

* Tracking Dynamic Content in Emails

NEW QUESTION # 49

When appending data to links via Web Analytics Connector, which parameter should be used to track subscriber behavior?

- A. Subscriber Key
- B. Subscriber ID
- C. Email Address
- D. Contact Key

Answer: A

Explanation:

TheSubscriberKeyis the appropriate parameter to use when appending data to links via the Web Analytics Connector. This parameter uniquely identifies subscribers across all sends and ensures accurate tracking of subscriber behavior.

* Subscriber Key: A unique identifier for a subscriber that remains consistent across all data extensions and sends.

NEW QUESTION # 50

A developer wants to include a comment within an AMPscript code block for the benefit of other developers who will be reviewing the code.

Which syntax should the developer use?

- A. <!-- This is a comment
- B. /* This is a comment */
- C. // This is a comment
- D. -- This is a comment

Answer: B

NEW QUESTION # 51

A developer needs to identify all subscribers who were sent Job ID 420 but did not click any links. Which SQL statement would produce the desired results?

- A.

```
SELECT s.SubscriberKey
FROM _Sent s
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```
- B.

```
SELECT s.SubscriberKey
FROM _Sent s
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420
```
- C.

```
SELECT s.SubscriberKey
FROM _Sent s
LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```
- D.

```
SELECT s.SubscriberKey
FROM _Sent s
LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420
```

Answer: A

Explanation:

To identify all subscribers who were sent Job ID 420 but did not click any links, the developer should use a SQL statement that selects subscribers from the _Sent Data View where the Job ID is 420 and excludes those who are found in the _Click Data View. The correct SQL statement is:

```
SELECT s.SubscriberKey FROM _Sent s LEFT JOIN _Click c ON s.SubscriberKey=c.SubscriberKey AND s.JobID=c.JobID
WHERE s.JobID='420' AND c.SubscriberKey IS NULL
```

This query performs a left join between the _Sent and _Click data views and filters the results to include only those subscribers who do not have a corresponding click record.

References:

- * Salesforce Marketing Cloud Data Views
- * SQL Join and Subquery Documentation

NEW QUESTION # 52

What parameter should a developer include to ensure the MobileConnectContact is tied to the Email Contact when making a QueueMO call for an existing email subscriber?

- A. mobilenumbers
- B. emailaddress
- C. subscribers
- D. phonenumber

Answer: B

Explanation:

To ensure the MobileConnect Contact is tied to the Email Contact when making a QueueMO call for an existing email subscriber, the parameter to include is emailaddress. This ensures that the MobileConnect Contact is correctly linked to the existing Email Contact.

References:

- * Salesforce Marketing Cloud MobileConnect API
- * AMPscript and MobileConnect

NEW QUESTION # 53

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