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Salesforce Marketing Cloud platform is a powerful tool for marketers to create personalized customer journeys and automate marketing campaigns. The Marketing-Cloud-Developer Exam focuses on the development aspects of the platform, including creating custom data models, developing and deploying email templates, and integrating Marketing Cloud with other Salesforce products.

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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q114-Q119):

NEW QUESTION # 114

A developer is querying data from the _Bounce data view and storing it in a data extension. They have found that sometimes the fields SMTPBounceReason and SMTPCode exceed the 4000-character limits for each field as specified in the DE schema. After consulting with the original requestor, it was decided that they could simply store the first 4000 characters for each of those fields. Which SQL function could be used for this purpose?

- A. RIGHT
- B. FIRST
- C. LEFT

Answer: C

Explanation:

To store only the first 4000 characters of the fields SMTPBounceReason and SMTPCode in a data extension, the developer should use the LEFT (C)SQL function. This function returns the specified number of characters from the beginning of a string.

Example:

SELECTSubscriberKey,LEFT(SMTPBounceReason,4000)AS SMTPBounceReason,LEFT(SMTPCode,4000)AS References:

* SQL LEFT Function

* Salesforce Marketing Cloud SQL Reference

NEW QUESTION # 115

A developer is querying data from the _Bounce data view and storing it in a data extension. They have found that sometimes the fields SMTPBounceReason and SMTPCode exceed the 4000-character limits for each field as specified in the DE schema. After consulting with the original requestor, it was decided that they could simply store the first 4000 characters for each of those fields. Which SQL function could be used for this purpose?

- A. RIGHT
- B. FIRST
- C. LEFT

Answer: C

Explanation:

To store only the first 4000 characters of the fields SMTPBounceReason and SMTPCode in a data extension, the developer should use the LEFT (C) SQL function. This function returns the specified number of characters from the beginning of a string.

Example:

SELECT SubscriberKey, LEFT(SMTPBounceReason, 4000) AS SMTPBounceReason, LEFT(SMTPCode, 4000) AS SMTPCode FROM _Bounce

References:

* SQL LEFT Function

* Salesforce Marketing Cloud SQL Reference

NEW QUESTION # 116

A developer needs to use the 'contacts/ route of the REST API to update records in a data extension.

What should the developer verify before making the API call?

- A. Contact Key should be equal to Subscriber Key in the underlying data extensions to ensure proper joining.
- B. Journey Builder should be configured to use the data extension.
- C. The data extension should be linked in an Attribute Group in Contact Builder.
- D. **Each contact should already exist in All Subscribers.**

Answer: D

NEW QUESTION # 117

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

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

Answer: D

NEW QUESTION # 118

Which activity is required before a compressed file can be imported?

- A. Data Extract
- B. **File Transfer**
- C. Import File
- D. Decompress File

Answer: B

Explanation:

Before importing a compressed file into Marketing Cloud, a File Transfer activity is required to move and decompress the file. The File Transfer activity allows you to specify the source and destination locations and to decompress the file, making it ready for the import process.

NEW QUESTION # 119

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