

Realistic Salesforce Marketing-Cloud-Developer Questions with Multiple Offers



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Earning the Salesforce Certified Marketing Cloud Developer certification can open up many career opportunities for individuals in the field of marketing technology. Salesforce Certified Marketing Cloud Developer Exam certification demonstrates to potential employers that the individual has the skills and knowledge necessary to design and develop effective solutions using the Marketing Cloud platform. It also provides access to a community of professionals who are also certified in the Marketing Cloud, allowing for networking and continued learning opportunities.

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Salesforce Marketing-Cloud-Developer exam is a certification program offered by Salesforce for professionals who are interested in becoming certified Marketing Cloud Developers. Salesforce Certified Marketing Cloud Developer Exam certification is designed to validate the skills and knowledge required to design and develop marketing automation solutions using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Developer Exam certification is ideal for professionals who are looking to expand their skills in marketing automation and advance their career in the field.

Salesforce Marketing-Cloud-Developer Certification Exam is a challenging exam that requires a lot of preparation and practice. Candidates are expected to have a good understanding of various marketing cloud concepts, including email marketing, mobile marketing, social media marketing, and web marketing. Candidates are also expected to have experience in developing marketing cloud solutions using Salesforce Marketing Cloud.

Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q138-Q143):

NEW QUESTION # 138

NTO had an Enterprise 2.0 account; subscribers unsubscribe from the business unit only. A developer is identifying subscribers who unsubscribed from any of the NTO child business units. Which method would identify the most accurate status for subscribers of each business unit?

- A. Query status from _ListSubscribers within the Parent business unit
- B. Create Data Extract of all Subscribers within the Parent Business unit
- C. Create Data Extracts of All Subscribers within each Child business unit
- D. Query unsubscribed from _Subscribers within the Parent business unit

Answer: C

Explanation:

To accurately identify subscribers who have unsubscribed from any of the child business units in an Enterprise 2.0 account, it is necessary to create data extracts of all subscribers within each child business unit. This approach ensures that unsubscribes specific to each business unit are captured.

* Data Extracts: By creating data extracts within each child business unit, you can gather comprehensive unsubscribe data for all subscribers specific to each unit.

NEW QUESTION # 139

Northern Trail Outfitters is using a mobile campaign to collect email addresses of interested subscribers. Using AMPScript's API functions they will send a confirmation email when an email is texted into their short code.

Which two objects are required to successfully create a TriggeredSend object? Choose 2 answers

- A. TriggeredSendDefinition
- B. Attribute
- C. Contact
- D. Subscribers

Answer: A,C

NEW QUESTION # 140

Which statements are true regarding the Marketing Cloud SOAP API? Choose 2.

- A. Uses XML in request and response body.
- B. Most SOAP calls can be synchronous or asynchronous.
- C. More than 2000 SOAP calls can be performed per minute.
- D. Uses JSON in request and response body.

Answer: A,B

Explanation:

Regarding the Marketing Cloud SOAP API, the following statements are true:

* Most SOAP calls can be synchronous or asynchronous (B)- This means that API calls can either wait for the operation to complete (synchronous) or proceed with other tasks while waiting for the response (asynchronous).

* Uses XML in request and response body (C)- The SOAP API utilizes XML for both requests and responses, providing a standardized format for data interchange.

References:

* Salesforce Marketing Cloud SOAP API Overview

* Salesforce SOAP API Developer Guide

NEW QUESTION # 141

A developer needs to find all subscribers on the Customers data extension who made a purchase in the last 30 days. Purchase data is on the Orders data extension which contains a column called 'PurchaseDate'. Contacts are identified in both data extensions by a

column called 'ContactKey', and the Orders data extension can contain many instances of the same subscriber. Which SQL keyword should the developer use to achieve the desired result?

- A. ORDER BY PurchaseDate ASC
- B. OUTER JOIN
- C. INNER JOIN

Answer: A

NEW QUESTION # 142

A developer initiated a batch delete of Contacts in Contact Builder due to an import error during implementation. There are over two million records that need to be deleted.

Which two factors should be considered when batch deleting large volumes of contacts? Choose 2 answers

- A. The deletion process supersedes other automated account activities.
- B. The suppression status does not show for individual contacts until the entire batch processes.
- C. Up to one million records can be deleted in each batch.
- D. To more quickly remove contact information, use the suppression period length of 14.

Answer: B,C

Explanation:

When batch deleting large volumes of contacts, it is important to consider the following factors:

* Batch Deletion Limits: Up to one million records can be deleted in each batch. This helps manage and control the deletion process without overwhelming the system.

* Suppression Status Visibility: The suppression status does not show for individual contacts until the entire batch processes. This means that you will not see the status updates for individual contacts until the deletion batch is fully processed.

Salesforce Contact Deletion Process

NEW QUESTION # 143

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