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To prepare for the Salesforce Marketing Cloud Developer certification exam, candidates must have a comprehensive understanding of the various modules and tools within the Marketing Cloud platform. They must also have a solid understanding of data architecture, data modeling, and database management concepts. In addition, they should be familiar with programming languages such as AMPscript and SQL, as well as web development languages such as HTML, CSS, and JavaScript.

Salesforce Marketing-Cloud-Developer Certification is designed for developers who are interested in implementing and maintaining marketing solutions using Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Developer Exam certification exam verifies that developers have the skills and knowledge required to develop and implement custom solutions within the Salesforce Marketing Cloud platform. The Marketing-Cloud-Developer Certification Exam is comprehensive and covers a wide range of topics including data management, email marketing, mobile messaging, advertising, and social media marketing.

Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q22-Q27):

NEW QUESTION # 22

Which two ways would a developer write an Exclusion Script to exclude sending an email at send time when comparing against a Boolean field in the Sendable Data Extension?

Choose 2 answers

- A. %%=Lookup ('Excluded' , SendBoo1'. Subscribekey'. _Subscribekey) =0%%
- B. %%=Lookup ('Excluded' , SendBoo1'. _Subscribekey'. _Subscribekey) =0%%
- C. %%SendBoo1%%
- D. %%SendBoo1 < 1

Answer: A,D

NEW QUESTION # 23

A developer created an email with AMPscript variable as the subject line. The subject line variable was recently updated, but when testing the email, the wrong subject line continues to appear in the inbox. The developer thinks another, outdated, subject line variable is declared within the email. Where could the outdated variable be located?

- A. In the HTML body which is processed after the subject line
- B. In the Text body which is processed after the subject line
- C. In the Text body which is processed after the HTML body
- D. In the HTML body which is processed after the Text body

Answer: A

Explanation:

The outdated subject line variable could be located in the HTML body which is processed after the subject line (D). This is because AMPscript variables declared in the HTML body can affect the overall email content, including the subject line, and if not updated, they can cause discrepancies in the displayed subject line.

References:

- * Salesforce Marketing Cloud AMPscript Guide
- * Email Subject Line Best Practices

NEW QUESTION # 24

NTO uses data extensions to manage the subscriber information used for 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 using an 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 cannot be used with name and value pairs
- C. The InsertDE function comes after the system added the row as part of the email send
- D. The InsertDE function will always insert two rows into a data extension as part of the call

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 # 25

Which AMPscript function group could most negatively impact send processing?

- A. Date Time
- B. Data extension functions
- C. Math functions
- D. String functions

Answer: B

NEW QUESTION # 26

A developer is configuring a File Drop Automation and wants to use a Filename Pattern to allow for timestamps on the file. The filename will always start with the month and day (e.g. MAY15) the file is dropped onto the SFTP site.

Which two configurations should be used for the automation to successfully start? Choose 2 answers

- A. %%Month%%/%%Day%%/o
- B. Ends With operator
- C. %%MMMMdd%%
- D. Begins With operator

Answer: A,D

NEW QUESTION # 27

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