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## Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q109-Q114):

### NEW QUESTION # 109

A developer wants to expand their knowledge of Query Activities. They want to identify email addresses that have bounced in the last 30 days, along with the Bounce Reason and some additional subscriber specific data; however, the SQL they have written does not return any records. Below is the SQL statement:

What updates should be made to ensure this SQL statement returns the desired results?

- A. Marketing Cloud does not allow DateAdd functions in Query Activities. They should define a specific date.
- B. Marketing Cloud does not allow use of GETDATE function. They should define a specific date.
- C. Marketing Cloud \_Bounce data view does not contain EmailAddress. They should join on SubscriberID.
- D. Marketing Cloud Data Views only hold 20 days worth of data. They should narrow scope of DateAdd function.

**Answer: C**

### NEW QUESTION # 110

NTO is reconsidering the requirement to have English, Spanish and French versions of their email campaigns. They request a developer to create a query which aggregates clicks grouped by language of the recipient. Language is stored in a Profile Attribute. Which two Data Views would be included in the query? Choose 2 answer

- A. \_Subscribers
- B. \_Click
- C. \_Subscribers
- D. \_AllSubscribers

**Answer: A,C**

### NEW QUESTION # 111

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

**Answer: A**

Explanation:

Before using the 'contacts/' route of the REST API to update records in a data extension, the developer should verify that the data extension should be linked in an AttributeGroup in Contact Builder (D). This ensures that the data extension is part of the contact model and can be accessed and updated using the REST API.

References:

\* Salesforce Marketing Cloud REST API

\* Contact Builder and Attribute Groups

Questions no:153 Verified answer: D Comprehensive Detailed Step by Step Explanation with References: To ensure a blank email will not be sent when creating a complex dynamic email with multiple sections and content blocks, the developer should confirm every version has default content (D). This practice ensures that if any dynamic content fails to load or meet the conditions, the default content will be displayed, preventing a blank email from being sent.

References:

\* Salesforce Marketing Cloud AMPscript Guide

\* Salesforce Marketing Cloud Dynamic Content Best Practices

Questions no:154 Verified answer: D Comprehensive Detailed Step by Step Explanation with References: When using the REST API to send emails to customers after a purchase, the developer should make a token API call and re-use the token until the token expires (D). This approach optimizes API usage by reducing the number of token requests, ensuring that the token is reused until it naturally expires, after which a new token can be requested.

References:

\* Salesforce Marketing Cloud API Authentication  
\* Token Management Best Practices  
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#### NEW QUESTION # 112

A developer used LookupRows to retrieve data when building a dynamic email. What should be the next step before using this rowset within a FOR loop?

- A. Set the rowset to a new array variable
- **B. Use RowCount to ensure the rowset contains data**
- C. Close the delimited AMPscript Code Block
- D. Use Row to return a specific row of the rowset

**Answer: B**

#### NEW QUESTION # 113

Contact Builder can be used to create a relational model of an organization's data within Marketing Cloud. Which three factors should be taken into consideration when preparing data to be used in Contact Builder? Choose 3 answer

- **A. Verifying data address marketing needs**
- **B. Verifying all data extensions have a sendable value**
- C. Normalizing data to reduce redundancy
- **D. Assigning data relationships and primary keys across all channels**
- E. Verifying each data extension has the required Email Address field populated

**Answer: A,B,D**

#### NEW QUESTION # 114

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