

Exam Topics Salesforce Marketing-Cloud-Developer Pdf, Dump Marketing-Cloud-Developer File



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To become a Salesforce Certified Marketing Cloud Developer, candidates must pass a 60-question exam that tests their knowledge of marketing cloud development, including topics such as data modeling, scripting languages, automation, and integration. Marketing-Cloud-Developer exam is designed to be challenging, and candidates must have a thorough understanding of the marketing cloud platform and its capabilities in order to pass.

Salesforce Marketing-Cloud-Developer exam consists of 60 multiple-choice questions that must be answered within 105 minutes. Marketing-Cloud-Developer Exam covers a wide range of topics related to marketing automation, email marketing, and customer relationship management. Marketing-Cloud-Developer exam is designed to test your knowledge of the Salesforce Marketing Cloud platform, your ability to develop and implement marketing campaigns, and your understanding of customer data management.

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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q100-Q105):

NEW QUESTION # 100

A developer wants to extract tracking data from the Market Activity in the user interface.
Which option would be available to extract the data?"

- A. REST API
- B. Journey Builder
- C. Automation Studio

Answer: C

Explanation:

Automation Studio provides tools for extracting tracking data from the Marketing Cloud. This can be done using the Data Extract Activity, which allows you to extract various types of tracking data such as email send, open, and click information.

1: Salesforce Automation Studio Data Extract Activity

NEW QUESTION # 101

Northern Trail Outfitters (NTO) stores most of their customer data in Marketing Cloud. They do not mind their data being viewed in clear text within SFMC to users who have access, but they want to ensure the underlying database files are encrypted at rest in case the physical media is stolen.

Which encryption method should NTO use?

- A. Encrypted Data Sending
- B. Tokenized Sending
- C. Field-Level Encryption
- D. Transparent Data Encryption

Answer: D

NEW QUESTION # 102

A developer needs to know how many records are contained in a particular data extension. This will dictate what is displayed on a landing page.

Which AMPscript function returns the number of rows in a specified data extension?

- A. LookupRowCount
- B. RowCount
- C. DataExtensionRowCount

Answer: C

Explanation:

The AMPscript function that returns the number of rows in a specified data extension is DataExtensionRowCount (B). This function provides the count of rows within a data extension, which can be used to dictate what is displayed on a landing page.

Example usage:

SET @rowCount = DataExtensionRowCount("MyDataExtension")

References:

* Salesforce Marketing Cloud AMPscript Guide: DataExtensionRowCount

NEW QUESTION # 103

Which action could the RaiseError AMPscript function be configured to perform?

- A. Delete the subscriber record
- B. Update the subscriber's status
- C. Log the source of the error

Answer: A

NEW QUESTION # 104

A developer is creating a CloudPage which accepts secure parameters via an email link and will submit those parameters to another CloudPage for data upsert. The page currently captures an Appointment ID parameter passed into it and sets the value to the variable caapptld. The developer does NOT want the Appointment ID to be visible to anyone using the form.

Answer: C

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