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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q98-Q103):

NEW QUESTION # 98
Certification Aid wants to create Contacts in Marketing Cloud via API calls. Which API should be used for this? Choose 2.

- A. REST API
- B. Contact object
- C. SOAP API
- D. POST /contacts/v1/contacts route

Answer: A,D

Explanation:
To create contacts in Marketing Cloud via API calls, both the REST API and the specific POST route for contacts can be used:
* POST /contacts/v1/contacts route: This is a specific REST API endpoint designed to create new contacts in Marketing Cloud.
* REST API: The broader REST API provides various endpoints for managing contacts, including creation, updating, and deletion.
1: Salesforce Contacts API

NEW QUESTION # 99
Which AMPscript function returns the result of interpreted code within a code block and includes the result in the rendered content, where the code block is located?

- A. TreatAsContentArea
- B. Output
- C. V

Answer: B

Explanation:
TheOutputfunction in AMPscript is used to include the result of interpreted code within a code block in the rendered content. This function ensures that the evaluated result of the code is included directly where the Outputfunction is called.
* Example:
ampscript
Copy code
%%[SET @message = "Hello, World!"]%% %%=Output(@message)=%%

NEW QUESTION # 100
Certification Aid wants to trigger and email send in Marketing Cloud when a purchase is made on their website. Which API should be used for this? Choose 2.

- A. REST API
- B. Email API
- C. Subscriber API
- D. SOAP API

Answer: A,D

Explanation:
To trigger an email send in Marketing Cloud when a purchase is made on a website, you can use either the REST API or the SOAP API. Both APIs provide methods to send triggered emails.
* REST API: The REST API can be used to trigger emails by making a call to the /messaging/v1 /messageDefinitionSends/{key}/send endpoint.
* SOAP API: The SOAP API can also be used to trigger sends by utilizing the TriggeredSend object.
:
Salesforce Marketing Cloud REST API
Salesforce Marketing Cloud SOAP API

NEW QUESTION # 101
NTO wants toexclude sends to specific subscribers based on a business rule, which is defined in an Exclusion Script. Which three types of sends would support this functionality? Choose 3

- A. Send Marketing Cloud Email in Sales or Service Cloud
- B. Journey Builder Send Email Activity
- C. Automation Studio Send Email Activity
- D. Journey Builder Send SMS Activity
- E. Content Builder Send Flow

Answer: B,C,E

Explanation:

Exclusion Scripts are used to exclude subscribers from email sends based on specific criteria. This functionality can be applied in various sending scenarios within Salesforce Marketing Cloud.
* Journey Builder Send Email Activity: In Journey Builder, exclusion scripts can be applied to Email Activities to ensure specific subscribers are excluded based on the business rules.

NEW QUESTION # 102

A developer wants to include an AMPscript if/else statement in an email to satisfy the condition "if the subscriber's tier is not premier then display heading encouraging them to upgrade." The tier value has already been set as variable named @level. How should the developer write this AMPscript conditional statement?

- A. %%[IF @level == 'premier' THEN SET @message = You are premier member
- B. %%=IIF @level == premier, You are a premier member" Upgrade to premier now!
- C. " ENDIF IF @level == 'premier' THEN SET @message = 'Upgrade to premier now
- D. %%IF(@level == 'premier') THEN 'Upgrade to premier now!' ELSE 'You are a premier member' ENDIF]%%
- E. '" ENDIF]%% %%=v(message)=%%%%=IF(@level IS 'premier', Upgrade to premier now! You are a premier member%%=IIF(@level = 'premier', 'You are a premier member!', Upgrade to premier now!

Answer: E

NEW QUESTION # 103

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