

Exams Marketing-Cloud-Developer Torrent - Test Marketing-Cloud-Developer Sample Questions



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Salesforce Marketing-Cloud-Developer certification exams are a great way to analyze and evaluate the skills of a candidate effectively. Big companies are always on the lookout for capable candidates. You need to pass the Salesforce Marketing-Cloud-Developer Certification Exam to become a certified professional. This task is considerably tough for unprepared candidates however with the right Marketing-Cloud-Developer prep material there remains no chance of failure.

Salesforce Marketing-Cloud-Developer exam is designed for professionals who specialize in developing and implementing marketing strategies using Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Developer Exam certification validates a candidate's knowledge and skills in designing, implementing, and deploying Marketing Cloud solutions. Marketing-Cloud-Developer exam measures a candidate's proficiency in various areas such as Marketing Cloud scripting languages, data management, personalization, automation, and integration with other Salesforce products.

Salesforce Marketing-Cloud-Developer is a certification exam that is designed to test the knowledge and skills of professionals who want to work with Salesforce Marketing Cloud. Marketing-Cloud-Developer exam is intended for candidates who have experience in developing and implementing marketing automation solutions using Salesforce Marketing Cloud. Marketing-Cloud-Developer Exam verifies the candidate's ability to use their expertise to design, implement, and deploy marketing automation solutions that meet the needs of businesses.

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.

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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q67-Q72):

NEW QUESTION # 67

A field value returned from a DE lookup contains a tab-delimited list of values. Which AMPscript function could easily determine if a specific text string exist anywhere in the list?

- A. Substring
- **B. BuildRowSetFromString**
- C. IndexOf
- D. Length

Answer: B

NEW QUESTION # 68

A developer needs to process a payload from an external system in a CloudPage.

What Marketing Cloud Server-Side JavaScript Platform function should be used for converting a string payload in JSON format to a JavaScript object?

- A. Base64Decode
- B. CreateObject
- **C. ParseJSON**
- D. Stringify

Answer: C

Explanation:

To convert a string payload in JSON format to a JavaScript object on a CloudPage, the developer should use the ParseJSON (B) function in Marketing Cloud Server-Side JavaScript (SSJS). This function parses a JSON string and returns a corresponding JavaScript object.

Example:

```
var jsonString = '{"key1":"value1", "key2":"value2"}'; var jsonObject = Platform.Function.ParseJSON (jsonString);
```

References:
Salesforce Marketing Cloud SSJS Guide
SSJS Platform.Function.ParseJSON

NEW QUESTION # 69

Certification Aid created a journey and event definition in Marketing Cloud. Which of the following resources are relevant to inject Contacts into the journey using the REST API? Choose 2.

- **A. POST /interaction/v1/events**
- B. GET /eventDefinitions/key:{key}
- C. POST /interaction/v1/interactions/contactentry
- **D. POST/eventDefinitions/key:{key} or /eventDefinitions/{id}**

Answer: A,D

Explanation:

To inject contacts into a journey using the REST API, the correct endpoints involve the event definitions and events.

* POST /eventDefinitions/key:{key} or /eventDefinitions/{id}: This endpoint allows you to interact with event definitions by key or ID, which is essential for managing journey events.

* POST /interaction/v1/events: This endpoint is used to inject events into the journey, thus adding contacts to the journey based on the defined event.

NEW QUESTION # 70

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. Transparent Data Encryption**
- B. Encrypted Data Sending

- C. Tokenized Sending
- D. Field-Level Encryption

Answer: A

Explanation:

Transparent Data Encryption (TDE) is the appropriate method for ensuring that the underlying database files are encrypted at rest. TDE encrypts the database files themselves, protecting the data in case the physical media is stolen, while allowing the data to be viewed in clear text by authorized users within the system.

* Transparent Data Encryption: Encrypts data at rest, ensuring that the database files are secure.

NEW QUESTION # 71

A developer wants to trigger an SMS message to a subscriber using a form published on CloudPages. How should the SMS message be triggered once the subscriber submits the form?

- A. InsertData AMPscript function to add the subscriber to a MobileConnect list
- B. Outbound SMS template and Automation Send Method
- C. requestToken and messageContact REST API objects
- D. CreateSMSConversation AMPscript function

Answer: C

NEW QUESTION # 72

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