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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q130-Q135):

NEW QUESTION # 130

A developer wants to transform the date and time 'Data_Enrolled' from Daylight Savings time. How would the developer change the time to fall back one hour?

- A. `%%=DateDiff(Date_Enrolled, 1, 'H')=%%`
- B. `%%=FormatDate(Date_Enrolled,-1,'HH','en-us')=%%`
- C. `%%=DataAdd(Date_Enrolled,-1)=%%`
- D. `%%=DateAdd(Date_Enrolled,-1 'H')=%%`

Answer: D

NEW QUESTION # 131

A developer wants to configure performance tracking of the content dynamically created via AMPscript in an email. Which two steps should be performed to achieve this objective? Choose 2

- A. Add a unique identifier in the HTML tags within the generated content
- B. Include the functions `BeginImpressionRegion` and `EndImpressionRegion`
- C. Configure dynamic content block in Content Builder
- D. Request the `Impression Tracking` feature be enabled on the account

Answer: B,D

Explanation:

To track the performance of dynamically created content via AMPscript in an email, the following steps should be performed:

* Request the `Impression Tracking` feature be enabled on the account: This feature must be enabled to track impressions of dynamic content.

* Include the functions `BeginImpressionRegion` and `EndImpressionRegion`: These functions are used within the AMPscript code to mark the beginning and end of the content region that needs to be tracked.

* Example:

ampscript

Copy code

```
%%[BeginImpressionRegion('DynamicContent')]%% <p>%%=v(@DynamicContent)=%%</p>
%%[EndImpressionRegion()]%%
```

NEW QUESTION # 132

A developer is writing a query to select unique subscribers who opened any emails sent since the beginning of the previous day. Which query would provide that result?

- A. ☐
- B. ☐
- C. ☐

Answer: A

Explanation:

Content Builder uses the REST API to manage content within Salesforce Marketing Cloud. The REST API allows developers to create, update, retrieve, and delete content assets, making it suitable for cross-channel campaign functions.

NEW QUESTION # 133

A developer wants to review the available properties for using the DataExtensionField SOAP API object. Where could the developer find this information

- A. Developer Center at <https://developer.salesforce.com>
- B. Open the Object Inspector in the Salesforce Developer Console
- C. Contact Support and request the information

Answer: A

Explanation:

The developer can find information about the available properties for the DataExtensionField SOAP API object in the Developer Center at <https://developer.salesforce.com> (B). The Developer Center provides comprehensive documentation and reference materials for Salesforce APIs, including the SOAP API.

References:

- * Salesforce Developer Center
- * SOAP API DataExtensionField Object

NEW QUESTION # 134

A developer wants CloudPages to work with a REST API returning data in JavaScript Object Notation. The developer wants to efficiently ingest the data and write it to a data extension. Which function should be used?

- A. AMPscript function BuildRowsetFromXML
- B. Server-Side JavaScript function ParseJSON
- C. AMPscript function BuildRowsetFromString
- D. Server-Side JavaScript function Stringify

Answer: D

NEW QUESTION # 135

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