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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q166-Q171):

NEW QUESTION # 166

When appending data to links via Web Analytics Connector, which parameter should be used to track subscriber behavior?

- A. Subscriber Key
- B. Subscriber ID
- C. Contact Key
- D. Email Address

Answer: A

Explanation:

The Subscriber Keyis the appropriate parameter to use when appending data to links via the Web Analytics Connector. This parameter uniquely identifies subscribers across all sends and ensures accurate tracking of subscriber behavior.

* Subscriber Key: A unique identifier for a subscriber that remains consistent across all data extensions and sends.

NEW OUESTION # 167

NTO is using an asynchronous SOAP API call to the TriggerSend object to send order confirmation email to their customers. Which API object and attribute should be used to retrieve the status of the API call?

- A. ResultItem Object and OrderID
- B. Result Object and EmailAddress
- C. ResultItem Object and RequestID
- D. Result Object and ConservationID

Answer: C

Explanation:

To retrieve the status of an asynchronous SOAP API call to the TriggerSend object, you should use the ResultItemobject along with theRequestIDattribute.

- * ResultItem Object: This object provides detailed information about the status of each individual request made within the API call.
- * RequestID Attribute: This unique identifier is used to track and retrieve the status of the specific API request.

NEW QUESTION # 168

Which of the following statements are correct concerning Populations in Contact Builder? Choose 2.

- A. Populations need to be added to an Attribute Group.
- B. Populations should be used for segmentation
- C. No more than three Populations should be created.
- D. Populations are used to create largesubgroups Contacts.

Answer: A,C

Explanation:

Regarding Populations in Contact Builder:

- * Populations need to be added to an Attribute Group (B)- This is necessary to define the relationship between the population and the associated data extensions and attributes.
- * No more than three Populations should be created (C)- Creating more than three populations can lead to performance issues and complexity in managing contacts.

References:

- * Salesforce Marketing Cloud Contact Builder
- * Populations in Contact Builder

NEW QUESTION # 169

Northern Trails Outfitters is using REST API to send emails to customers after a purchase.

Which considerations should be taken regarding the token used in the API Call?

- A. Make a token API call and re-use the token until the next API call fails.
- B. Make a token API call and re-use the token for that subscriber.
- C. Make a token API call and re-use the token until the token expires.
- D. Make a token API call before each triggered send API call.

Answer: C

Explanation:

When using the REST API to send emails to customers after a purchase, the developer shouldmake 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

NEW QUESTION #170

A developer needs to write AMPscript to ensure the expiration date on a coupon is the last day of the month. What would produce the desired result?

- A. Add one month using DateAdd to now
- B. Use the date format string for last day of month within FormatDate
- C. Find the first day of next month and subtract one day
- D. Add 30 days using DateAdd to now

Answer: C

NEW QUESTION #171

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