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Preparing for the Salesforce Marketing-Cloud-Developer Certification Exam requires a strong understanding of marketing cloud development concepts and hands-on experience with Salesforce technologies. Candidates should be familiar with the various components of the marketing cloud platform, including Email Studio, Mobile Studio, Advertising Studio, and Social Studio.

Additionally, candidates should have experience with Salesforce's programming languages and tools, such as Apex, Visualforce, and Lightning. By passing this certification exam, professionals can demonstrate their proficiency in these areas and showcase their skills to potential employers.

Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q65-Q70):

NEW QUESTION # 65

A developer is configuring a new Marketing Cloud account and has decided to use a unique 10-digit integer as each customer's Contact Key.

Which data type should be used when representing the value of Contact Key?

- A. Decimal
- B. Number
- C. Text

Answer: C

Explanation:

In Marketing Cloud, the Contact Key should be represented as a Text data type, even if it is a numeric value.

This is because using the Text data type avoids issues related to numeric value formatting and allows for greater flexibility in handling the values.

NEW QUESTION # 66

Certification Aid uses Marketing Cloud Connect and wants to create a lead capture form on a landing page.

When a customer submits the form, a Lead record should be created in Salesforce. Which scripting language can be used for this? Choose 2.

- A. SSJS to create Salesforce record, AMPscript for form handling.
- B. SSJS for whole functionality.
- C. AMPscript to create Salesforce record, SSJS for form handling.
- D. AMPscript for whole functionality.

Answer: C,D

NEW QUESTION # 67

A company needs to retrieve a large number of rows from a data extension via the API.

Which two solutions would optimize the performance?

Choose 2 answers

- A. Use the AMPscript API functions on a CloudPage.
- B. Use the ContinueRequest feature.
- C. Use a SimpleFilterPart to retrieve small sets of relevant data.
- D. Use the REST API instead of the SOAP API.

Answer: B,D

Explanation:

To optimize the performance when retrieving a large number of rows from a data extension via the API, the following solutions can be used:

* Use the REST API instead of the SOAP API (A)- The REST API generally offers better performance for data retrieval operations compared to the SOAP API.

* Use the ContinueRequest feature (C)- This feature allows for the pagination of results, enabling the retrieval of large datasets in manageable chunks.

References:

* Salesforce Marketing Cloud REST API

* Salesforce Marketing Cloud SOAP API ContinueRequest

NEW QUESTION # 68

A customer wants to export send data to their SFTP. Which two automations would accomplish this? Choose 2

- A. Tracking Extract > File Transfer
- B. Query (Data Views) > Data Extension Extract > File Transfer
- C. Tracking Extract
- D. Query (Data Views) > File Transfer

Answer: A,B

NEW QUESTION # 69

A developer is creating a custom preference center and wants to log unsubscribed events from the CloudPage. Which set of parameters should be captured and provided to the LongUnsubEvent Execute Call to ensure accurate unsubscribe information?

- A. EmailAddress and JobID
- B. SubscriberKey and JobID
- C. SubscriberKey and BatchID
- D. SubscriberID and BatchID

Answer: B

NEW QUESTION # 70

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