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

NEW QUESTION # 67

A developer wants to expand their knowledge of Query Activities. They want to identify email addresses that have bounced in the last 30 days, along with the Bounce Reason and some additional subscriber specific data; however, the SQL they have written does not return any records. Below is the SQL statement:

```
SELECT s.EmailAddress, s.SubscriberKey, b.JobID, b.EventDate, b.SMTPBounceReason
FROM _Subscribers s JOIN _Bounce b ON s.EmailAddress = b.EmailAddress
WHERE b.EventDate > DateAdd(DAY, -30, GETDATE())
```

What updates should be made to ensure this SQL statement returns the desired results?

- A. Marketing Cloud Data Views only hold 20 days worth of data. They should narrow scope of DateAdd function.
- B. Marketing Cloud does not allow DateAdd functions in QueryActivities. They should define a specific date.
- **C. Marketing Cloud _Bounce data view does not contain EmailAddress. They should join on SubscriberID.**
- D. Marketing Cloud does not allow use of GETDATE function. They should define a specific date.

Answer: C

Explanation:

The SQL statement in question does not return any records because it is joining on the EmailAddress field, which is not present in the _BounceData View. The correct approach is to join using the SubscriberKey (or SubscriberID). Here is the corrected SQL statement:

```
SELECT s.EmailAddress, s.SubscriberKey, b.JobID, b.EventDate, b.SMTPBounceReason
FROM _Subscribers s JOIN _Bounce b ON s.SubscriberKey = b.SubscriberKey
WHERE b.EventDate > DateAdd(DAY, -30, GETDATE())
```

This ensures that the join is based on the SubscriberKey, which is a common field in both data views.

References:

- * Salesforce Marketing Cloud Data Views
- * Query Activity Best Practices

NEW QUESTION # 68

A developer initiated a batch delete of Contacts in Contact Builder due to an import error during implementation. There are over two million records that need to be deleted.

Which two factors should be considered when batch deleting large volumes of contacts? Choose 2 answers

- **A. The suppression status does not show for individual contacts until the entire batch processes.**
- B. To more quickly remove contact information, use the suppression period length of 14.
- C. Up to one million records can be deleted in each batch.
- **D. The deletion process supersedes other automated account activities.**

Answer: A,D

NEW QUESTION # 69

A particular data extension needs to be configured to store six months of data. How should data retention be added to the data extension in Email Studio?

- **A. Create a new data extension that includes data retention settings**
- B. Run a query to overwrite the rows with six months of data
- C. Update the data extension configuration to include data retention settings.
- D. Import a file to overwrite the rows with six months of data

Answer: A

NEW QUESTION # 70

A developer wants to create an AMPscript FOR loop that populates HTML table rows based on the number of rows and data in a target DE. Where should the developer place the FOR keyword to begin the loop?

- A. Before the <table> tag
- B. Before the <td> tag
- **C. Before the <tr> tag**
- D. Before the <tbody> tag

Answer: C

Explanation:

In AMPscript, to create a FOR loop that populates HTML table rows, the developer should place the FOR keyword before the <tr> tag. This ensures that each iteration of the loop creates a new table row with the appropriate data.

Example:

```
<table> <tbody> %%[ FOR @i = 1 TO RowCount(@TargetDE) DO ]%% <tr> <td>%%=Field(Row (@TargetDE, @i),  
"FieldName")=%%</td> </tr> %%[ NEXT @i ]%% </tbody> </table>
```

References:

AMPscript Guide
Salesforce Marketing Cloud Documentation

NEW QUESTION # 71

Certification Aid wants to implement a custom profile center using SOAP API. Which SOAP API methods are relevant to achieve this? Choose 2.

- A. Describe
- B. Configure
- C. Extract
- D. Update

Answer: A,D

Explanation:

To implement a custom profile center using SOAP API, the relevant SOAP API methods are:

* Describe (B) - This method is used to retrieve metadata about objects, such as their fields and properties. It is useful for understanding the structure of the data you are working with.

* Update (C) - This method is used to update existing records in Marketing Cloud. It is essential for modifying subscriber data in the custom profile center.

References:

Salesforce Marketing Cloud SOAP API Methods
Custom Profile Center Implementation

NEW QUESTION # 72

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