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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q28-Q33):

NEW QUESTION # 28

A new record is appended to the Orders data extension each time a customer makes a purchase. Which SQL statement would select a unique list of subscribers who have made multiple purchases?

- A. SELECT SubscriberKey FROM Orders GROUP BY SubscriberKey
- B. SELECT TOP 1 SubscriberKey FROM Orders
- C. SELECT DISTINCT SubscriberKey FROM Orders
- D. SELECT SubscriberKey FROM Orders GROUP BY SubscriberKey HAVING COUNT(*)>1

Answer: D

Explanation:

To select a unique list of subscribers who have made multiple purchases, the developer should use the following SQL statement:
SELECT SubscriberKey FROM Orders GROUP BY SubscriberKey HAVING COUNT(*) > 1 This query groups the records by SubscriberKey and selects only those groups where the count of records is greater than one, indicating multiple purchases.

References:

SQL GROUP BY Statement

SQL HAVING Clause

NEW QUESTION # 29

A developer wants to retrieve daily JSON data from a customer's API and write it to a data extension for consumption in Marketing Cloud at a later time.

What set of Server-Side JavaScript activities should the developer use?

- A. Platform.Function.HTTPGet(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();
- **B. Platform.Function.InvokeRetrieve(); Platform.Function.Stringify(); Platform.Function.UpsertDE();**
- C. Platform.Function.InvokeRetrieve(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();
- D. Platform.Function.HTTPGe(); Platform.Function.Stringify(); Platform.Response.Write();

Answer: B

Explanation:

To retrieve daily JSON data from a customer's API and write it to a data extension, the developer should use the following set of Server-Side JavaScript activities:

* Platform.Function.HTTPGet();- To make the HTTP GET request to the customer's API and retrieve the JSON data.

* Platform.Function.ParseJSON();- To parse the retrieved JSON data.

* Platform.Function.UpsertData();- To upsert the parsed data into a data extension.

Example code snippet:

```
var response = Platform.Function.HTTPGet("https://api.customer.com/data");
var jsonData = Platform.Function.ParseJSON(response);
Platform.Function.UpsertData("DataExtensionName", ["PrimaryKeyField"], jsonData);
```

References:

* Salesforce Marketing Cloud SSJS HTTP Functions

* Salesforce Marketing Cloud SSJS Data Functions

NEW QUESTION # 30

A developer is troubleshooting why an API client Id and client_secret are authenticating yet failing to access data from a child business unit.

What should be checked to validate the installed package can access the child business unit data?

- A. The Installed Package has full Enterprise access to all available child business units
- **B. The Installed Package has access to the selected child business unit**
- C. The account id and parent MID are included in the authorization call

Answer: B

NEW QUESTION # 31

A developer identified a use case where a triggered send of an email is needed. The developer already successfully set up authentication with a Client ID and Client Secret has used them in several REST calls.

When the REST call is made, a "401 Unauthorized" error is returned. What is the first thing the developer should check?

- A. The automation permissions have been granted for the Client ID and Client Secret within Installed Packages.
- **B. The send permissions have been granted for the Client ID and Client Secret within Installed Packages.**
- C. The email interaction has been published.
- D. The email interaction has been started

Answer: B

Explanation:

A "401 Unauthorized" error typically indicates an issue with authentication or permissions. Since the Client ID and Client Secret have been successfully used in other REST calls, the most likely cause is insufficient permissions for sending emails.

* Check Send Permissions: Ensure that the appropriate permissions for sending emails have been granted to the Client ID and Client Secret in the Installed Packages. Without these permissions, the API call will fail with a 401 error.

1: Salesforce Installed Packages and Permissions

NEW QUESTION # 32

A developer receives a request to integrate Marketing Cloud with a lead capture tool. The lead capture tool will call the Marketing Cloud API to create a data extension every time a new lead form is published. The created data extension's name should match the name of the form exactly.

Which API feature could the developer use to dynamically create these data extensions?

- A. REST API using POST on the /data/v1/customobjectdata/ endpoint
- B. Creating the data extension using API is not possible
- C. REST API using POST on the /interaction/v1/EventDefinitions endpoint with Schema populated
- **D. SOAP API using Create Method and the DataExtension Object**

Answer: D

NEW QUESTION # 33

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