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## Latest Salesforce Marketing-Cloud-Developer of exam practice questions and answers

These practice tools are developed by professionals who work in fields impacting Salesforce certification, giving them a foundation of knowledge and actual competence. Our Salesforce Marketing-Cloud-Developer Exam Questions are created and curated by industry specialists. PracticeVCE Is Here To Provide Top-Notch Salesforce Marketing-Cloud-Developer Exam Questions

Salesforce Marketing-Cloud-Developer Certification Exam comprises of 60 multiple choice questions, which need to be completed within 105 minutes. It has a minimum passing score of 68%, meaning a candidate needs to answer at least 41 of the 60 questions correctly to pass the exam. Marketing-Cloud-Developer exam covers a wide range of topics, including email marketing, data management, personalization and segmentation, and customization of Marketing Cloud APIs.

Salesforce Certified Marketing Cloud Developer is a highly sought-after certification that validates a developer's knowledge and skills when it comes to developing and implementing marketing solutions using the Salesforce Marketing Cloud platform. Salesforce

Certified Marketing Cloud Developer Exam certification exam tests a candidate's knowledge in the areas of marketing software development, data modeling, configuration, and automation. Salesforce Certified Marketing Cloud Developer Exam certification is designed for technical professionals who specialize in marketing automation.

The Salesforce Certified Marketing Cloud Developer Exam certification is recognized globally by employers and is highly valued in the marketing industry. It demonstrates that the candidate has a deep understanding of the marketing cloud platform and can use it to deliver effective marketing campaigns that drive business growth. Salesforce Certified Marketing Cloud Developer Exam certification can also lead to higher-paying job opportunities and career advancement.

## **Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q114-Q119):**

### **NEW QUESTION # 114**

A developer needs to configure an Email Send Logging Data Extension for a new business unit. Which option should be used?

- A. Create from a copy of an existing Send Log in another business unit
- B. Create and ensure it has the name "Send Log"
- C. Salesforce Support should create the data extension
- D. **Create using the SendLog Data Extension Template**

**Answer: D**

### **NEW QUESTION # 115**

How can SSJS variables be referenced for content personalization? Choose 1.

- A. <ctrleval>variableName</ctrleval>
- B. <ctrl:field name="variableName" />
- C. <ctrl:eval name="variableName" />
- D. **<ctrlvar name="variableName" />**

**Answer: D**

### **NEW QUESTION # 116**

A developer needs to push real-time updates of the company's product catalog to a data extension.

Which two API options are available? Choose 2 answers

- A. **Use the DataExtension SOAP object**
- B. **Use the DataExtensionObject SOAP object**
- C. Upload a file to the Enhanced SFTP for import
- D. Use the /hub/v1/aataevents REST route

**Answer: A,B**

Explanation:

For pushing real-time updates to a data extension, the following API options are available:

\* Use the DataExtensionObject SOAP object (A)- This object allows you to perform various operations such as insert, update, and delete on data extensions through SOAP API calls.

\* Use the DataExtension SOAP object (C)- Similar to DataExtensionObject, this object provides capabilities to manage data extensions and their records via SOAP API.

These APIs allow for real-time interaction with data extensions, making them suitable for updating the product catalog.

References:

\* Salesforce Marketing Cloud SOAP API Developer Guide

\* Data Extension Objects in SOAP API

### **NEW QUESTION # 117**

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

**Answer: B**

#### **NEW QUESTION # 118**

What is the operational order of the Contact Delete process for Marketing Cloud?

- A. Delete initiated > Final deletion > Suppression phase
- **B. Delete initiated > Suppression phase > Final Deletion**
- C. Delete initiated > Final deletion
- D. Data identified > Suppression phase > Delete initiated > Account page

**Answer: B**

Explanation:

The operational order of the Contact Delete process for Marketing Cloud is as follows:

\* Delete initiated- The process begins when the contact delete request is initiated.

\* Suppression phase- During this phase, the contacts are marked for deletion and are suppressed from further communications.

\* Final Deletion- The contacts are permanently deleted from the system.

References:

\* Salesforce Marketing Cloud Documentation on Contact Deletion

\* Contact Builder in Marketing Cloud

#### **NEW QUESTION # 119**

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