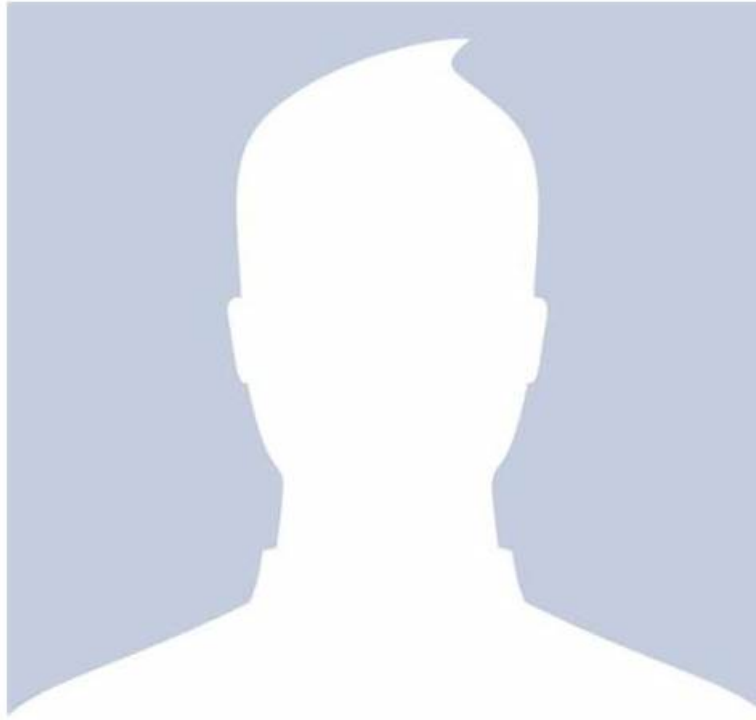


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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q98-Q103):

NEW QUESTION # 98

Landing pages can use which SSJS library? 1. Core Library 2. Platform Library 3. SSJS Library

- A. Only 1 and 3
- B. All 1, 2 and 3
- C. Only 1 and 2
- D. None of these
- E. Only 2 and 3

Answer: C

Explanation:

In Salesforce Marketing Cloud, landing pages can use the Core Library and the Platform Library of Server-Side JavaScript (SSJS). The Core Library provides fundamental functions, while the Platform Library provides additional functionality to interact with Marketing Cloud-specific features.

* Core Library: Provides basic SSJS functionality.

* Platform Library: Extends SSJS functionality with additional methods specific to Marketing Cloud.

NEW QUESTION # 99

Customer data has been imported into a staging data extension and needs to be normalized before adding into the master data extension. A text field named 'birthday' contains date values in various formats. Some of the values are valid dates, but some are not. Which SQL keywords and functions could be used to write the query? Choose 2 answers

- A. CASE, ISDATE, CONVERT
- B. UPDATE, ISDATE, CONVERT
- C. WHERE, ISDATE, CONVERT
- D. CASE, ISDATE, CAST

Answer: A,D

NEW QUESTION # 100

A developer wants to review the available properties for using the DataExtensionField SOAP API object. Where could the developer find this information

- A. Contact Support and request the information
- B. Open the Object Inspector in the Salesforce Developer Console
- C. Developer Center at <https://developer.salesforce.com>

Answer: C

NEW QUESTION # 101

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

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

Answer: D

NEW QUESTION # 102

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. Import a file to overwrite the rows with six months of data
- D. Update the data extension configuration to include data retention settings.

Answer: D

Explanation:

To configure a data extension to store data for six months, you should update the data extension configuration to include data retention settings.

- * Data Retention Settings: You can configure data retention directly within the data extension settings in Email Studio to specify how long data should be retained. This ensures that data older than the specified period is automatically deleted.
- * Go to Email Studio -> Subscribers -> Data Extensions.
- * Select the data extension you want to configure.
- * Click on "Properties".
- * Under "Data Retention", set the retention period to six months and define the retention settings accordingly.

NEW QUESTION # 103

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