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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q151-Q156):

NEW QUESTION # 151
In what order is AMPscript evaluated before an email is sent?

- **A. Subject Line, HTML Body, Text Body**
- B. Text Body, HTML Body, Subject Line
- C. HTML Body, Text Body, Text Body
- D. HTML Body, Text Body, Subject Line

Answer: A

Explanation:
AMPscript is evaluated in the following order before an email is sent:
* Subject Line: Evaluates AMPscript in the subject line first.
* HTML Body: Evaluates AMPscript within the HTML body of the email.
* Text Body: Evaluates AMPscript within the text body of the email.
This order ensures that any dynamic content or personalization logic is correctly applied in all parts of the email.

NEW QUESTION # 152
Northern Trail Outfitters has created subscriber attributes including AGE under Profile Manager within their Enterprise 2.0 account.
How would a developer retrieve subscribers over 30 years of age?

- A. Create a query that references the _EnterpriseAttribute data view
- **B. Create a filtered Group of subscribers with AGE more than 30**
- C. The data cannot be retrieved with a query
- D. Create a query that references the _Subscribers data view

Answer: B

NEW QUESTION # 153
A developer wants to extract tracking data from the Market Activity in the user interface.
Which option would be available to extract the data"?

- A. REST API
- B. Journey Builder
- **C. Automation Studio**

Answer: C

Explanation:
Automation Studio provides tools for extracting tracking data from the Marketing Cloud. This can be done using the Data Extract Activity, which allows you to extract various types of tracking data such as email send, open, and click information.
1: Salesforce Automation Studio Data Extract Activity

NEW QUESTION # 154
A developer is building an integration with theMarketing Cloud API. Which configuration should be used for the API integration component in the associated Installed Package?

- A. Select the 'Admin-approved users are pre-authorized' option under Permitted Users.
- B. Select all available options to enable package reuse for the futureintegrations
- **C. Select the minimum required scope for the integration**
- D. Select the 'Require Secret for Web Flor' option

Answer: C

Explanation:
When configuring an API integration component in an Installed Package, it is best practice to select the minimum required scope for the integration. This approach ensures that the integration has only the necessary permissions, enhancing security by limiting access to only what is required.
* Minimum Required Scope: Selecting only the scopes that are necessary for the integration helps maintain a secure and controlled environment.
Salesforce API Integration Best Practices

NEW QUESTION # 155
Certification Aid created a journey and event definition in Marketing Cloud. Which of the following resources are relevant to inject Contacts into the journey using the REST API? Choose 2.

- A. POST/eventDefinitions/key:{key} or /eventDefinitions/{id}
- B. POST /interaction/v1/events
- C. POST /interaction/v1/interactions/contactentry
- D. GET /eventDefinitions/key:{key}

Answer: A,B

Explanation:
To inject contacts into a journey using the REST API, the correct endpoints involve the event definitions and events.
* POST /eventDefinitions/key:{key} or /eventDefinitions/{id}: This endpoint allows you to interact with event definitions by key or ID, which is essential for managing journey events.
* POST /interaction/v1/events: This endpoint is used to inject events into the journey, thus adding contacts to the journey based on the defined event.
1: Salesforce Journey Builder API

NEW QUESTION # 156
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