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Salesforce Marketing Cloud is a powerful marketing automation platform that enables businesses to interact with their customers through personalized and targeted communication. The platform offers a suite of tools that includes email marketing, social media management, mobile messaging, and advertising. A certified Salesforce Marketing-Cloud-Developer can leverage the platform's capabilities to develop and implement custom solutions that cater to specific business needs. Salesforce Certified Marketing Cloud Developer Exam certification validates a professional's expertise in using the platform and creating custom solutions.

Salesforce Certified Marketing Cloud Developer exam is a rigorous exam that tests the candidate's knowledge of the Marketing Cloud platform. Marketing-Cloud-Developer exam covers a range of topics, including data modeling, data integration, scripting languages, and APIs. Candidates must have a deep understanding of the Marketing Cloud platform and its features to Pass Marketing-Cloud-Developer Exam. Salesforce Certified Marketing Cloud Developer Exam certification exam consists of 60 multiple-choice questions that must be answered within 90 minutes. Candidates must achieve a passing score of 63% to earn the

certification.

Salesforce Marketing Cloud Developer certification covers a wide range of topics, including the creation of marketing automation workflows, building and customizing marketing campaigns, and developing custom solutions using content management tools. Developers who hold this certification are experts in building integrations between Salesforce Marketing Cloud and other systems, as well as developing custom applications for Marketing Cloud users.

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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q169-Q174):

NEW QUESTION # 169

A developer uses the messageDefinitionSends REST API endpoint to send a triggered send email. This method returns a 202 (success) response code. How could the developer validate if the email was successfully sent?

- A. Use the validateEmail REST resource with POST method to obtain the email delivery details from the request.
- **B. Use the messageDefinitionSend/key:(key)/deliveryRecords REST endpoint with GET method**
- C. Confirm the record was successfully inserted into the associated Triggered Send Data Extension.
- D. The 202 response code indicates the message was sent successfully; no further action is required.

Answer: B

Explanation:

After using the messageDefinitionSends REST API endpoint to send a triggered send email, and receiving a 202 (success) response code, the developer can validate if the email was successfully sent by using the messageDefinitionSend/key:(key)/deliveryRecords REST endpoint with the GET method. This endpoint provides delivery records and allows verification of the email's delivery status.

References:

- * Salesforce Marketing Cloud REST API Reference
- * Triggered Send Email Validation

NEW QUESTION # 170

Northern Trails Outfitters (NTO) developers want to use the Transactional Messaging API to send email receipts to customers. What is the first step required to send using the API?

- **A. Request a token using the v2/authorize endpoint**
- B. Request a token using the v1/requestToken endpoint
- C. POST to /messaging/v1 with client_id and client_secret
- D. POST to /messaging/v1/email/messages/ with client_id

Answer: A

Explanation:

The first step in using the Transactional Messaging API to send emails is to authenticate and obtain an access token. This is done by making a POST request to the /v2/authorize endpoint with the client credentials.

1: Salesforce Transactional Messaging API Authentication

NEW QUESTION # 171

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

Answer: C

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 # 172

Which two ways would a developer write an Exclusion Script to exclude sending an email at send time when comparing against a Boolean field in the Sendable Data Extension?

Choose 2 answers

- A. %%=Lookup('Excluded', SendBoo1'. _Subscribekey'. _Subscribekey) =0%%
- B. %%SendBoo1 < 1
- C. %%SendBoo1%%
- D. %%=Lookup('Excluded', SendBoo1'. _Subscribekey'. _Subscribekey) =0%%

Answer: A,B

NEW QUESTION # 173

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

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

Answer: B

NEW QUESTION # 174

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