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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q133-Q138):

NEW QUESTION # 133
Northern Trail Outfitters (NTO) wants to determine the best identifier for subscribers across all channels.
What should be recommended5

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

Answer: C

Explanation:
To determine the best identifier for subscribers across all channels,Contact Key (A)should be recommended.
The Contact Key is a unique identifier that can be used consistently across all channels, ensuring a unified view of the subscriber's interactions and data.
References:
* Salesforce Marketing Cloud Contact Builder
* Contact Key Overview

NEW QUESTION # 134
A developer wants CloudPages to work with a REST API returning data in JavaScript Object Notation. The developer wants to efficiently ingest the data and write it to a data extension.
Which function should be used?

- A. Server-Side JavaScript function ParseJSON
- B. AMPscript function BuildRowsetFromString
- C. AMPscript function BuildRowsetFromXML
- D. Server-Side 3avaScript function Stringify

Answer: A

Explanation:
When working with a REST API that returns data in JavaScript Object Notation (JSON) and needing to efficiently ingest the data and write it to a data extension, the developer should use theServer-Side JavaScript function ParseJSON. This function parses a JSON string and converts it into a JavaScript object, which can then be manipulated and written to a data extension.
References:
* Salesforce Marketing Cloud Server-Side JavaScript Guide
* SSJS ParseJSON Function

NEW QUESTION # 135
A developer is building an integration with the Marketing Cloud API. In which two ways should the Client ID and Client Secret credentials be stored? Choose 2

- A. Storecredentials in a key management system (KMS)
- B. Set credentials as variables in application source code
- C. Pass credentials in URL parameters over HTTPS
- D. Set credentials as environment variables in the application platform

Answer: A,D

Explanation:
To ensure the security of Client ID and Client Secret credentials, they should be stored securely and not exposed in the application source code or URL parameters.
* Environment Variables: Setting credentials as environment variables in the application platform is a secure way to handle sensitive

information. This method ensures that the credentials are not hardcoded in the source code and can be managed securely by the application platform.
Environment Variables
Key Management System (KMS): Storing credentials in a key management system (KMS) provides an additional layer of security. KMS solutions are designed to securely store and manage sensitive information such as API keys, passwords, and other credentials.
Reference: AWS Key Management Service (KMS)

NEW QUESTION # 136
NTO wants toexclude sends to specific subscribers based on a business rule, which is defined in an Exclusion Script. Which three types of sends would support this functionality? Choose 3

- A. Journey Builder Send SMS Activity
- B. Automation Studio Send Email Activity
- C. Send Marketing Cloud Email in Sales or Service Cloud
- D. Journey Builder Send Email Activity
- E. Content Builder Send Flow

Answer: B,D,E

Explanation:
Exclusion Scripts are used to exclude subscribers from email sends based on specific criteria. This functionality can be applied in various sending scenarios within Salesforce Marketing Cloud.
* Journey Builder Send Email Activity: In Journey Builder, exclusion scripts can be applied to Email Activities to ensure specific subscribers are excluded based on the business rules.

NEW QUESTION # 137
A company has chosen to use the REST API for triggered sends, but they continue to get the following error during their testing: "Unable to queue Triggered Send request. There are no valid subscribers." They were informed that the SOAP API provides more information about the error, and found that their payload did not include a required data extension field.
Which element of the SOAP API response provides this level of detail?

- A. ErrorDescription
- B. ErrorCode
- C. OverallStatus

Answer: B

NEW QUESTION # 138
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