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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q35-Q40):

NEW QUESTION # 35

Certification Aid sends an email to a newly imported List with Subscribers who have no associated Subscriber Key. Which value will become the Contact Key? Choose 1.

- A. ContactID
- **B. Email address**
- C. Subscriber ID
- D. Unique random number

Answer: B

Explanation:

When an email is sent to a list where subscribers have no associated Subscriber Key, Marketing Cloud will use the Email Address as the Contact Key by default. This ensures that each subscriber can still be uniquely identified even if they do not have a predefined Subscriber Key.

1: Salesforce Subscriber Key Concepts

NEW QUESTION # 36

A developer wants to build an email that dynamically populates the physical address of a company's locations using the variable @address. The deployment goes to millions of subscribers and the developer wants the fastest possible performance. Which AMPscript solution should be recommended?

- A. %: SET @address = Lookup("Building_locations", Address, "id"@id)] %%
- **B. %%[SET @address = field(Lookup("Building_Locations"/ "Address", "Id",@Id), "Address")]%%**
- C. %%; SET @address = LookupRows("Building_Locations", "Address", "Id")]%%
- D. %%[SET @address = field(Row(LookupRows("Building_Locations", "Address","Id"), 1),"Address")]%%

Answer: B

NEW QUESTION # 37

A developer wants to create a Send LogData Extension to increase efficiency with tracking email sends. Which two best practices should the developer remember when configuring the Send Log Data Extension? Choose 2 answers

- A. Maximize the field size to accommodate all incoming data.
- B. Create a number of fields equal to the fields in the source data extension.
- **C. Use Data Retention to limit the amount of data captured.**
- **D. Limit custom fields in the data extension to 10 or fewer.**

Answer: C,D

Explanation:

When configuring a Send Log Data Extension, it is crucial to follow best practices to ensure efficient tracking and data management.

- * Use Data Retention: Implementing data retention policies helps manage the volume of data stored in the send log, improving performance and reducing storage costs.
- * Limit Custom Fields: Limiting the number of custom fields to 10 or fewer helps maintain the efficiency and performance of the data extension.

NEW QUESTION # 38

Certification Aid wants to add new customers to a cross-channel welcome campaign when they register on the company website. Which API should be used for this? Choose 1.

- A. Personalization Builder API
- B. Transactional Messaging API
- **C. Journey Builder API**
- D. Event Notification API

Answer: C

Explanation:

To add new customers to a cross-channel welcome campaign when they register on the company website, the Journey Builder API (D) should be used. This API allows you to programmatically inject contacts into a journey, triggering personalized marketing interactions across multiple channels.

References:

- * Salesforce Marketing Cloud Journey Builder API
- * Cross-Channel Campaign Management

NEW QUESTION # 39

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

Answer: B

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 # 40

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