

Salesforce Marketing-Cloud-Developer Latest Exam Guide - Valid Braindumps Marketing-Cloud-Developer Ppt



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Salesforce Marketing Cloud Developer certification is a valuable asset for any marketing professional looking to enhance their technical skills and expertise. With this certification, developers can demonstrate their mastery of the Marketing Cloud platform and showcase their ability to implement solutions that drive business growth and success. Moreover, it provides them with a competitive edge in the job market since it is a recognized certification by many organizations.

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Salesforce Certified Marketing Cloud Developer Exam Sample Questions

(Q16-Q21):

NEW QUESTION # 16

A developer wants to implement a newsletter registration form on NTO's website. Prior to form submission, an email address provided by the visitor should be validated. Which option could be used to support this scenario?

- A. SOAP API, Perform method with ValidationAction object
- B. REST API, /messaging/v1/domainVerification route
- C. SOAP API, Describe method with EmailAddress object
- **D. REST API, /address/v1/validateEmail route**

Answer: D

Explanation:

To validate an email address prior to form submission, the REST API endpoint /address/v1/validateEmail can be used. This endpoint allows you to check if the email address is formatted correctly and potentially validate it against known email address patterns.

NEW QUESTION # 17

A developer identified duplicate contacts and initiated a Contact Delete process for 10 million subscribers. How could the process be expedited?

- A. Delete any unnecessary Sendable Data Extensions
- **B. Stop current delete process and delete smaller groups**
- C. Change the Suppression value to a larger value
- D. Manually delete subscribers in All Contacts

Answer: B

Explanation:

The Contact Delete process can be slow for a large number of contacts. To expedite this process, the best approach is to stop the current delete process and delete smaller groups of contacts. This allows the system to handle smaller chunks of data more efficiently.

* Stop Current Process: Stopping the current large delete process helps avoid system overload and potential timeouts.

* Delete in Smaller Groups: By segmenting the contacts into smaller groups and deleting them in batches, the process becomes more manageable and faster.

1: Salesforce Contact Deletion Best Practices

NEW QUESTION # 18

A developer created an email with AMPscript variable as the subject line. The subject line variable was recently updated, but when testing the email, the wrong subject line continues to appear in the inbox. The developer thinks another, outdated, subject line variable is declared within the email. Where could the outdated variable be located?

- A. In the HTML body which is processed after the Text body
- B. In the Text body which is processed after the subject line
- C. In the Text body which is processed after the HTML body
- **D. In the HTML body which is processed after the subject line**

Answer: D

Explanation:

The outdated subject line variable could be located in the HTML body which is processed after the subject line (D). This is because AMPscript variables declared in the HTML body can affect the overall email content, including the subject line, and if not updated, they can cause discrepancies in the displayed subject line.

References:

* Salesforce Marketing Cloud AMPscript Guide

* Email Subject Line Best Practices

NEW QUESTION # 19

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

Answer: B

NEW QUESTION # 20

A field value returned from a DE lookup contains a tab-delimited list of values. Which AMPscript function could easily determine if a specific text string exist anywhere in the list?

- **A. `BuildRowSetFromString`**
- B. `Substring`
- C. `IndexOf`
- D. `Length`

Answer: A

NEW QUESTION # 21

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