# Salesforce - Marketing-Cloud-Developer - Valid Salesforce Certified Marketing Cloud Developer Exam Reliable Test Topics

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To become a Salesforce Certified Marketing Cloud Developer, candidates must pass the Marketing-Cloud-Developer Certification Exam. Marketing-Cloud-Developer exam consists of 60 multiple-choice questions that must be completed within 105 minutes. The questions in the exam are designed to evaluate the candidate's knowledge of Marketing Cloud's core features, including email marketing, mobile messaging, and social media integration.

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# Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q68-Q73):

**NEW QUESTION # 68**

A marketer from Cloud Kicks wants to make sure no email from their welcome journey gets sent to their competitor at Rainbow Run.

Which two best practices should the developer use when setting up the Send Email Activity in the welcome journey?
Choose 2 answers

- A. Create an Exclusion Script with the Rainbow Run domain for use In the activity
- B. Create a Suppression List with all possible email addresses from Rainbow Run
- C. Create a Filter Activity In the journey that removes the Rainbow Run domain
- D. Create a data extension with the Rainbow Run domain for use with a Domain Exclusion

**Answer: A,B**


**NEW QUESTION # 69**

Which AMPscript function group could most negatively Impact send processing?

- A. Data extension functions
- B. Date Time
- C. Math functions
- D. String functions

**Answer: A**


**NEW QUESTION # 70**

A developer wants to expand their knowledge of Query Activities. They want to identify email addresses that have bounced in the last 30 days, along with the Bounce Reason and some additional subscriber specificdata; however, the SQL they have written does not return any records. Below is the SQL statement:

```
SELECT s.EmailAddress, s.SubscriberKey, b.JobID, b.EventDate, b.SMTPBounceReason
FROM _Subscribers s JOIN _Bounce b ON s.EmailAddress = b.EmailAddress
WHERE b.EventDate > DateAdd(DAY, -30, GETDATE())
```

What updates should be made to ensure this SQL statement returns the desired results?

- A. Marketing Cloud does not allow use of GETDATE function. They should define a specific date.
- B. Marketing Cloud _Bounce data view does not contain EmailAddress. They should join on SubscriberID.
- C. Marketing Cloud does not allow DateAdd functions in QueryActivities. They should define a specific date.
- D. Marketing Cloud Data Views only hold 20 days worth of data. They should narrow scope of DateAdd function.

**Answer: B**

Explanation:
The SQL statement in question does not return any records because it is joining on the EmailAddress field, which is not present in the _Bounce Data View. The correct approach is to join using the SubscriberKey (or SubscriberID). Here is the corrected SQL statement:
SELECT s.EmailAddress, s.SubscriberKey, b.JobID, b.EventDate, b.SMTPBounceReason FROM _Subscribers s JOIN _Bounce b ON s.SubscriberKey = b.SubscriberKey WHERE b.EventDate > DateAdd (DAY, -30, GETDATE()) This ensures that the join is based on the SubscriberKey, which is a common field in both data views.
References:
Salesforce Marketing Cloud Data Views
Query Activity Best Practices


**NEW QUESTION # 71**

NTO is reconsidering the requirement to have English, Spanish and French versions of their email campaigns.
They request a developer to create a query which aggregates clicks grouped by language of the recipient.

Language is stored in a Profile Attribute. Which two Data Views would be included in the query? Choose 2 answer

- A. _AllSubscribers
- B. _Subscribers
- C. _Subscribers
- D. _Click

**Answer: C,D**

Explanation:
To create a query that aggregates clicks grouped by the language of the recipient, the developer needs to use Data Views that store subscriber and click information. The required Data Views are:
* _Subscribers (A)- This Data View contains information about subscribers, including their profile attributes such as language.
* _Click (D)- This Data View contains information about click events for email messages, which can be used to aggregate clicks.
The query would join these Data Views on a common identifier (e.g., SubscriberKey) and group the results by the language attribute.
References:
* Salesforce Marketing Cloud Data Views
* SQL Reference Guide

## NEW QUESTION # 72

Northern Trail Outfitters (NTO) uses a numeric identifier for Subscriber Key. Customer data is stored in a data extension with the Subscriber Key set as a Primary Key.
Which step is required for NTO when creating relationships for this data extension in Data Designer'

- A. Set Subscriber Key as a text data type before linking the data extension to Contact Key
- B. Link the Contact ID to the Subscriber Key when creating the relationship
- C. Link the Contact Key to the Subscriber's email address when creating the relationship
- D. Use a one-to-one cardinality when creating the relationship

**Answer: B**

Explanation:
When creating relationships in Data Designer, it's essential to link the Contact ID to the Subscriber Key. The Contact ID in Marketing Cloud represents a unique identifier for contacts across various data sources, and linking it to the Subscriber Key ensures accurate data mapping and integration.
1: Salesforce Data Designer

## NEW QUESTION # 73

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