

Training Marketing-Cloud-Developer Tools - Free PDF

2025 First-grade Marketing-Cloud-Developer: Salesforce Certified Marketing Cloud Developer Exam Valid Dumps Free



P.S. Free & New Marketing-Cloud-Developer dumps are available on Google Drive shared by It-Tests:
https://drive.google.com/open?id=1by5_sL4wd_S6Z0c2kp6G-wHgt68bBvq

You will need to pass the Salesforce Marketing-Cloud-Developer exam to achieve the Salesforce Certified Marketing Cloud Developer Exam (Marketing-Cloud-Developer) certification. Due to extremely high competition, passing the Salesforce Certified Marketing Cloud Developer Exam (Marketing-Cloud-Developer) exam is not easy; however, possible. You can use It-Tests products to pass the Salesforce Certified Marketing Cloud Developer Exam (Marketing-Cloud-Developer) exam on the first attempt. The Salesforce Certified Marketing Cloud Developer Exam (Marketing-Cloud-Developer) practice exam gives you confidence and helps you understand the criteria of the testing authority and pass the Salesforce Certified Marketing Cloud Developer Exam (Marketing-Cloud-Developer) exam on the first attempt.

The Salesforce Marketing-Cloud-Developer Exam is made up of 60 multiple-choice questions, which must be completed in 105 minutes. Candidates must achieve a passing score of 68% or higher to earn the certification. Topics covered on the exam include Marketing Cloud data architecture, data management, scripting languages, email marketing, mobile messaging, and more. Salesforce Certified Marketing Cloud Developer Exam certification is ideal for developers, technical architects, and consultants who are looking to enhance their skills and expertise in marketing automation, and who want to demonstrate their proficiency in developing custom solutions using the Salesforce Marketing Cloud platform.

Salesforce Marketing Cloud Developer certification is an essential certification for anyone who wants to develop and implement marketing solutions using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Developer Exam certification provides developers with the necessary skills and knowledge to build and customize automation workflows, campaigns, and custom solutions using content management tools. By obtaining this certification, developers can demonstrate their expertise, enhance their technical skills, and gain a competitive edge in the job market.

>> Training Marketing-Cloud-Developer Tools <<

Salesforce Marketing-Cloud-Developer Valid Dumps Free, Review Marketing-Cloud-Developer Guide

If you would like to use all kinds of electronic devices to prepare for the Marketing-Cloud-Developer exam, then I am glad to tell

you that our online app version is definitely your perfect choice. With the online app version of our study materials, you can just feel free to practice the questions in our Marketing-Cloud-Developer Training Materials no matter you are using your mobile phone, personal computer, or tablet PC. In addition, another strong point of the online app version of our Marketing-Cloud-Developer learning guide is that it is convenient for you to use even though you are in offline environment.

Upon passing the Salesforce Marketing-Cloud-Developer Certification Exam, candidates receive a digital badge that validates their expertise in marketing cloud technology. Salesforce Certified Marketing Cloud Developer Exam certification can help professionals to advance their careers and open up new job opportunities in the field of marketing automation.

Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q95-Q100):

NEW QUESTION # 95

A sendable data extension with a text field named 'Balance' contains the value \$6.96 for a particular record.

The following AMPscript statement is included in an email:

IF (Balance > 6.00) THEN

SET @Result = 'Balance is more than \$6.00

ENDIF

Why would this IF statement yield unintended results?

- A. Balance is a protected keyword.
- **B. The operands are not the same data type.**
- C. Double quotes should be used instead of single quotes.
- D. The comparison should use the < operator.

Answer: B

Explanation:

The Balance field is a text field and contains the value "\$6.96", which is a string. The IF statement is comparing a string with a numeric value (6.00). Since the operands are not of the same data type, this can yield unintended results. To correctly compare the balance, the string should be converted to a numeric value.

* Example:

```
%%[ SET @Balance = "6.96" /* Simulating text field value */ IF (Value(@Balance) > 6.00) THEN SET  
@Result = 'Balance is more than $6.00' ENDIF ]%%
```

1: Salesforce AMPscript Data Types and Conversion

NEW QUESTION # 96

A developer wants to personalize a welcome email with the recipient's first name from the Customers data extension, which is different from the targeted sending data extension named NewSubscribers. Both data extensions contain the unique identifier in a field named CustomerKey. Which AMPscript Syntax would populate the first name personalization as requested?

- A. %%=Lookup('Customers', 'FirstName', 'ContactID', CustomerKey)=%%
- B. %%=Lookup('Customers', 'FirstName', 'CustomerKey', 'CustomerKey')=%%
- **C. %%=Lookup('Customers', 'FirstName', 'CustomerKey', CustomerKey)=%%**
- D. %%=Lookup('NewSubscribers', 'FirstName', 'ContactID', CustomerKey)=%%

Answer: C

Explanation:

To personalize the welcome email with the recipient's first name from the Customers data extension, you use the Lookup function to retrieve the FirstName field based on the CustomerKey field.

* Lookup Function: The Lookup function retrieves a value from a specified data extension.

* Syntax:

```
%%=Lookup('Customers', 'FirstName', 'CustomerKey', CustomerKey)=%%
```

* 'Customers' is the name of the data extension from which to retrieve data.

* 'FirstName' is the field to retrieve.

* 'CustomerKey' is the field to match on.

* CustomerKey is the value to match in the 'CustomerKey' field of the 'Customers' data extension.

1: Salesforce AMPscript Lookup Function

NEW QUESTION # 97

A developer needs to identify all subscribers who were sent Job ID 420 but did not click any links. Which SQL statement would produce the desired results?

- A.

```
SELECT s.SubscriberKey
FROM _Sent s
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420
```

- B.

```
SELECT s.SubscriberKey
FROM _Sent s
LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```

- C.

```
SELECT s.SubscriberKey
FROM _Sent s
LEFT JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420
```

- D.

```
SELECT s.SubscriberKey
FROM _Sent s
JOIN _Click c ON s.SubscriberKey = c.SubscriberKey AND s.JobID = c.JobID
WHERE s.JobID = 420 AND c.SubscriberKey IS NULL
```

Answer: D

Explanation:

To identify all subscribers who were sent Job ID 420 but did not click any links, the developer should use a SQL statement that selects subscribers from the _Sent Data View where the Job ID is 420 and excludes those who are found in the _Click Data View. The correct SQL statement is:

```
SELECT s.SubscriberKey FROM _Sent s LEFT JOIN _Click c ON s.SubscriberKey=c.SubscriberKey AND s.JobID=c.JobID
WHERE s.JobID='420' AND c.SubscriberKey IS NULL
```

This query performs a left join between the _Sent and _Click data views and filters the results to include only those subscribers who do not have a corresponding click record.

References:

- * Salesforce Marketing Cloud Data Views
- * SQL Join and Subquery Documentation

NEW QUESTION # 98

Why would a developer use LookupRows Instead of the Lookup AMPscript function?

- A. To access a data extension, as Lookup only targets lists
- B. To return a complete rowset from the data extension
- C. To see how many rows are in a data extension
- D. To stay at the limit of two Lookup calls in one email

Answer: B

Explanation:

A developer would use the LookupRows function instead of the Lookup AMPscript function to return a complete rowset from the data extension (A). The LookupRows function retrieves all rows that match a specified criterion, returning a rowset that can be further processed or iterated over in AMPscript. In contrast, the Lookup function retrieves only a single field value from the first row that matches the specified criteria.

References:

- * Salesforce Marketing Cloud AMPscript Guide
- * Salesforce Marketing Cloud AMPscript Functions

NEW QUESTION # 99

A developer needs to process a payload from an external system in a CloudPage.

What Marketing Cloud Server-Side JavaScript Platform function should be used for converting a string payload in JSON format to

- A. Stringify
- B. ParseJSON
- C. Base64Decode
- D. CreateObject

NEW QUESTION # 100

Marketing-Cloud-Developer Valid Dumps Free: <https://www.it-tests.com/Marketing-Cloud-Developer.html>

- What's more, part of that It-Tests Marketing-Cloud-Developer dumps now are free: https://drive.google.com/open?id=1by5_sL4wd_S6Z0c2kp6G-wHgt68bBvq

What's more, part of that It-Tests Marketing-Cloud-Developer dumps now are free: https://drive.google.com/open?id=1by5_sL4wd_S6Z0c2kp6G-wHgt68bBvq