Valid Exam Marketing-Cloud-Developer Blueprint, Latest Marketing-Cloud-Developer Exam Questions

If you want to pass the Salesforce Certified Marketing Cloud Developer Exam exam as shortly as possible, we will provide you the Marketing-Cloud-Developer exam dumps to help you to pass it. You only need to practice the Salesforce Certified Marketing Cloud Developer Exam exam dumps for adot 20 to 70 hours, you can pass it successfully. Our Salesforce Certified Marketing Cloud Developer Exam exam braindumps will save your time as well as improve your efficiency. Since the skilled professionals will guide you through you practice Marketing-Cloud-Developer the exam dumps.

To prepare for the Salesforce Marketing-Cloud-Developer exam, it is recommended that you have at least six months of experience working with the Salesforce Marketing Cloud platform. You should also have a strong understanding of customer data management, email marketing best practices, and marketing automation concepts. Salesforce offers a range of training courses and study materials to help you prepare for the exam.

Salesforce Certified Marketing Cloud Developer certification exam covers a variety of topics that include marketing automation, email marketing, mobile marketing, social media marketing, and data management. Marketing-Cloud-Developer Exam also assesses the candidate's understanding of the Salesforce Marketing Cloud platform and its various components, including Journey Builder, Email Studio, Mobile Studio, Advertising Studio, and Social Studio.

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So we are looking forward to establishing a win-win relation with you by our Marketing-Cloud-Developer training engine. In our trade with merchants of various countries, we always adhere to the principles of mutual benefits rather than focusing solely on our interests on the Marketing-Cloud-Developer Exam Questions. So our aim is to help our customers to pass the Marketing-Cloud-Developer exam as easy as possible. We have invested a lot on the compiling the content of the Marketing-Cloud-Developer study materials and want to be the best.

Marketing Cloud Developer Certification Exam Requirements

The Salesforce Marketing Cloud developer has experience in configuring and customizing data for the Marketing Cloud. The developer is competent in managing subscribers in all channels and has the ability to solve the problems of various programming languages that guide the design of tactical and strategic email campaigns. The Salesforce Marketing Cloud developer has experience as a full stack developer for Marketing Cloud in creating dynamic and personalized messages, landing pages, uses Marketing Cloud scripting languages and has experience in advanced configuration, manipulation and segmentation. data, as well as in reports and analyzes.The Salesforce Marketing Cloud developer typically has at least one year of development experience for the Marketing Cloud and related tools.The candidates have the experience, skills, knowledge and skills to:

- Explain the management of subscriptions.
- Take time to study the resources listed in this review guide and the required additional study materials provided by Salesforce.
- Work and solve scenarios using the REST and SOAP API.
- Enter the basic SQL, including join instructions.
- Configure and install data models (data extensions, shared data extensions, contact model).
- Create dynamic and customized marketing resources using different scripting languages.
- Create a Web Marketing Cloud experience (data forms, custom preference pages).

A candidate for this exam is not expected to be aware of the MobilePush SDK, Journey Builder SDK, custom components and Marketing Cloud Connect settings.

Salesforce Certified Marketing Cloud Email Specialist credential is perquisites for Marketing Cloud Developer exam.

Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q142-Q147):

NEW QUESTION # 142
NTO uses data extensions to manage the subscriber information usedfor their email sends, and those sends includes calls to update records with new or different subscriber information. The developer handling these records writes some AMPscript to check and see if the data extension containing those records updated usingan InsertDE() call if the record doesn't yet exist. Why would the developer receive an error stating the application cannot insert a duplicate value for the primary key in the data extension?

- A. The InsertDE function will always insert two rows into a data extension as part of the call
- B. The InsertDE function cannot be used at send time
- C. The InsertDE function cannot be used with name and value pairs
- D. The InsertDE function comes after the system added the row as part of the email send

Answer: B

Explanation:
The error stating that the application cannot insert a duplicate value for the primary key in the data extension occurs becausethe InsertDE function cannot be used at send time. The InsertDE function is designed to insert records into a data extension, but it cannot handle the transactional nature of email sends where records might be added simultaneously.
References:
* Salesforce Marketing Cloud AMPscript InsertDE Function
* Salesforce Marketing Cloud Data Extension Best Practices

NEW QUESTION # 143
How many month of data can a developer query from the tracking data views (_Sent, _Open, _Click)?

- A. Six Months
- B. 12 Months
- C. There is no limit
- D. One Month

Answer: A

NEW QUESTION # 144

A developer wants to expand the functionality of existing code which was written in AMPscript, but prefers to use Server-Side JavaScript (SSJS) for updates.
Which SSJS statement will retrieve the value of the AMPscript variable named subKey?

- A. Var.Retrieve("@subKey");
- B. Variable.GetTValue ("@subKey") ;
- C. Variable.SetValue("subKey", "Value");
- D. Var.Get("subKey");

Answer: D

Explanation:
To retrieve the value of the AMPscript variable named subKey in Server-Side JavaScript (SSJS), the following statement should be used:
Var.Get("subKey");
This statement retrieves the value of the specified AMPscript variable within SSJS.
References:
* Salesforce Marketing Cloud SSJS Guide
* AMPscript and SSJS Integration

NEW QUESTION # 145
A developer wants to configure performance tracking of the content dynamically created via AMPscript in an email. Which two steps should be performed to achieve this objective? Choose 2

- A. Include the functions BeginImpressionRegion and EndImpressionRegion
- B. Request the Impression Tracking feature be enabled on the account
- C. Add a unique identifier in the HTML tags within the generated content
- D. Configure dynamic content block in Content Builder

Answer: A,B

Explanation:
To track the performance of dynamically created content via AMPscript in an email, the following steps should be performed:
* Request the Impression Tracking feature be enabled on the account: This feature must be enabled to track impressions of dynamic content.
* Include the functions BeginImpressionRegion and EndImpressionRegion: These functions are used within the AMPscript code to mark the beginning and end of the content region that needs to be tracked.
* Example:
ampscript
Copy code
%%[BeginImpressionRegion('DynamicContent')]%% <p>%%=v(@DynamicContent)=%%</p>
%%[EndImpressionRegion()]%%

NEW QUESTION # 146
A company needs to retrieve a large number of rows from a data extension via the API.
Which two solutions would optimize the performance?
Choose 2 answers

- A. Use the ContinueRequest feature.
- B. Use a SimpleFilterPart to retrieve small sets of relevant data.
- C. Use the REST API instead of the SOAP API.
- D. Use the AMPscript API functions on a CloudPage.

Answer: A,C

Explanation:
To optimize the performance when retrieving a large number of rows from a data extension via the API, the following solutions can be used:
* Use the REST API instead of the SOAP API (A)- The REST API generally offers better performance for data retrieval

operations compared to the SOAP API.
* Use the ContinueRequest feature (C)- This feature allows for the pagination of results, enabling the retrieval of large datasets in manageable chunks.
References:
* Salesforce Marketing Cloud REST API
* Salesforce Marketing Cloud SOAP API ContinueRequest

NEW QUESTION # 147
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