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Salesforce Marketing-Cloud-Developer is an essential certification for professionals who want to work with Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Developer Exam certification demonstrates the candidate's proficiency in developing and implementing marketing automation solutions using the platform. With the demand for marketing automation solutions on the rise, this certification is an excellent opportunity for professionals to advance their careers and become experts in the field.

Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q11-Q16):

NEW QUESTION # 11

Customer data has been imported into a staging data extension and needs to be normalized before adding into the master data extension. A text field named 'birthday' contains date values in various formats. Some of the values are valid dates, but some are not. Which SQL keywords and functions could be used to write the query? Choose 2 answers

- A. UPDATE, ISDATE, CONVERT
- B. WHERE, ISDATE, CONVERT
- C. CASE, ISDATE, CAST
- D. CASE, ISDATE, CONVERT

Answer: C,D

Explanation:

To normalize customer data in a staging data extension where a text field named 'birthday' contains date values in various formats, the developer can use the following SQL keywords and functions:

* CASE, ISDATE, CONVERT (A)- These functions can be used to handle different date formats and convert them into a consistent format.

* CASE, ISDATE, CAST (C)- Similar to the above, CAST can be used to convert text to date format if ISDATE returns true.

Example SQL query:

```
SELECT CASE WHEN ISDATE(birthday)=1 THEN CONVERT(DATE, birthday) ELSE NULL END AS normalized_birthday FROM StagingDataExtension
```

References:

* Salesforce Marketing Cloud SQL Reference

* SQL CASE and ISDATE Functions

NEW QUESTION # 12

A marketer is troubleshooting why an email send's tracking information is not available in Sales Cloud. The marketer confirms Marketing Cloud Connect is installed properly. What should be confirmed next to continue troubleshooting the send's tracking information?

- A. The tracking destination folder was set to My Tracking
- B. The email was sent to the All Subscribers list
- C. The audience was built using a Triggered Send Data Extension template
- D. The audience was a Salesforce Data Extension containing the appropriate SFID

Answer: D

NEW QUESTION # 13

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

Answer: B

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 # 14

A developer is building an integration with the Marketing Cloud API. In which two ways should the Client ID and Client Secret credentials be stored? Choose 2

- **A. Set credentials as environment variables in the application platform**
- B. Pass credentials in URL parameters over HTTPS
- **C. Store credentials in a key management system (KMS)**
- D. Set credentials as variables in application source code

Answer: A,C

Explanation:

To ensure the security of Client ID and Client Secret credentials, they should be stored securely and not exposed in the application source code or URL parameters.

- * Environment Variables: Setting credentials as environment variables in the application platform is a
- * secure way to handle sensitive information. This method ensures that the credentials are not hardcoded in the source code and can be managed securely by the application platform.

NEW QUESTION # 15

Contact Builder can be used to create a relational model of an organization's data within Marketing Cloud. Which three factors should be taken into consideration when preparing data to be used in Contact Builder? Choose 3 answer

- A. Normalizing data to reduce redundancy
- **B. Verifying data address marketing needs**
- **C. Assigning data relationships and primary keys across all channels**
- D. Verifying each data extension has the required Email Address field populated
- **E. Verifying all data extensions have a sendable value**

Answer: B,C,E

NEW QUESTION # 16

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