

# MA MARKETING-CLOUD-DEVELOPER<sup>Q&As</sup>

Salesforce Certified Marketing Cloud Developer

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## QUESTION 1

Certification Aid wants to create a file drop automation with a filename pattern. An import file is placed daily on the Marketing Cloud Enhanced FTP server, and the file name always starts with the current month and day (e.g. OCT26). How should the filename pattern be defined? Choose 2.

- A. %%Month%%%%Day%%
- B. %%MMDD%%
- C. Ends With operator
- D. Begins With operator

Correct Answer: AD

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## QUESTION 2

A developer wants to trigger an SMS message to a subscriber using a form published on CloudPages. How should the SMS message be triggered once the subscriber submits the form?

- A. Outbound SMS template and Automation Send Method
- B. InsertData AMPscript function to add the subscriber to a MobileConnect list
- C. CreateSMSConservation AMPscript function
- D. requestToken and messageContact REST API objects

Correct Answer: D

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## QUESTION 3

A developer wants to use the Marketing Cloud SOAP API to retrieve which subscribers were sent a particular email. Which SOAP API object should be used?

- A. Send
- B. ListSend
- C. SentEvent
- D. LinkSend

Correct Answer: C

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## QUESTION 4

How often should a developer request a new token when making multiple API calls in v1?

- A. When changing routes/objects
- B. Before every new call
- C. Once an hour
- D. Every 15 minutes

Correct Answer: D

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## QUESTION 5

NTO wants to exclude sending an email at send time to those with a record on the '\\Exclude\\' Data Extension. The primary key on this data extension is Subscriber Key.

How would a developer write the Exclusion Script?

- A. Lookup (\\'Exclude\\',\\'EmailAddress\\',\\'SubscriberKey\\',SubscriberKey)
- B. Lookup (\\'Exclude\\',\\'SubscriberKey\\', \\'EmailAddress\\', emailddr\_)
- C. Rowcount (LookupRows(\\'Exclude\\',SubscriberKey,\_SubscriberKey) >0)
- D. Rowcount (LookupRows(\\'Exclude\\',\\'SubscriberKey,\_SubscriberKey) >1)

Correct Answer: C

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