

MA MARKETING-CLOUD-DEVELOPER^{Q&As}

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QUESTION 1

A developer needs to add From Addresses to Marketing Cloud and wants to ensure they are verified before being used for sending.

Which two routes would allow this?

Choose 2 answers

- A. POST /messaging/v1/domainverification
- B. POST /messaging/v1/domainverification/bulk/insert
- C. POST /messaging/v1/dataevents/domainverification
- D. POST/messaging/v1/push/domain/verification

Correct Answer: AC

QUESTION 2

A developer needs to write AMPscript to ensure the expiration date on a coupon is the last day of the month. What would produce the desired result?

- A. Find the first day of next month and subtract one day
- B. Use the date format string for last day of month within FormatDate
- C. Add one month using DateAdd to now
- D. Add 30 days using DateAdd to now

Correct Answer: A

QUESTION 3

A developer used LookupRows to retrieve data when building a dynamic email.

What should be the next step before using this rowset within a FOR loop?

- A. Use Row to return a specific row of the rowset
- B. Set the rowset to a new array variable
- C. Close the delimited AMPscript Code Block
- D. Use RowCount to ensure the rowset contains data

Correct Answer: D

QUESTION 4

Northern Trails Outfitters (NTO) has a sendable data extension with 1,500,000 contact records they want to delete.

Which step is required before deleting the contacts?

- A. Query the records into a new sendable data extension and delete it
- B. Navigate to Contact Builder and delete the data extension
- C. Divide the records in half and delete each resulting data extension
- D. Navigate to Email Studio and delete the data extension

Correct Answer: C

QUESTION 5

A developer is creating a custom preference center and wants to log unsubscribe events from the CloudPage. Which set of parameters should be captured and provided to the LongUnsubEvent Execute Call to ensure accurate unsubscribe information?

- A. SubscriberKey and JobID
- B. SubscriberID and BatchID
- C. EmailAddress and JobID
- D. SubscriberKey and BatchID

Correct Answer: A

QUESTION 6

A developer wants to create a Synchronized Data Extension containing Lead data from Sales Cloud. They only want to include records which contain a phone number. Each of the following filters contains this information per these rules: -Phone is not blank (Data Type = Phone) -PhoneExists is true (Data Type = Boolean) -ValidPhone is 'true' (Data Type = Formula(Boolean)) -ContactType equals 'Phone' (Data Type = Text). Which field could be used to select a subset of records in the synchronization configuration?

- A. ValidPhone
- B. Phone
- C. ContactType
- D. PhoneExists

Correct Answer: B

QUESTION 7

Northern Trail Outfitters uses a Send Log and sends more than one million emails per day. They want to execute daily reports on all subscriber activity without impacting send performance.

Which set of best practices should be implemented?

- A. Add a data retention policy to the Send Log. then run reports from the Send Log data extension.
- B. Add a data retention policy to the Send Log. then run reports from the _Opensdata view.
- C. Copy new Send Log records to an Archive data extension, then run reports from the Archive data extension.
- D. Copy new Send Log records to an Archive data extension, then run reports from the Send Log data extension.

Correct Answer: B

QUESTION 8

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

Correct Answer: B

QUESTION 9

A developer wants CloudPages to work with a REST API returning data in JavaScript Object Notation. The developer wants to efficiently ingest the data and write it to a data extension.

Which function should be used?

- A. Server-Side JavaScript function Stringify
- B. Server-Side JavaScript function ParseJSON
- C. AMPscript function BuildRowsetFromXML
- D. AMPscript function BuildRowsetFromString

Correct Answer: A

QUESTION 10

Certification Aid wants to import an encrypted CSV file from the Marketing Cloud Enhanced FTP server. Which two File Transfer activities are needed to achieve this? Choose 2.

- A. To decrypt the import file on the Enhanced FTP server.
- B. To move the import file from the Safehouse to Marketing Cloud.
- C. To decrypt the import file on the Safehouse.
- D. To move the import file from the Enhanced FTP server to the Safehouse

Correct Answer: BC

QUESTION 11

A developer is notified the View Email As Web Page (VAWP) link, when clicked, displays the message, The system is temporarily unavailable. We apologize for any inconvenience. Please try again later.

What could be a possible cause for the error

- A. The data in the data extensions used at the time of send was overwritten.
- B. The email used at the time of send was deleted, updated, or moved.
- C. The sender profile used at the time of send was overwritten.
- D. The data extension used at the time of send was moved to another folder.

Correct Answer: A

QUESTION 12

A developer wants to delete a batch of subscribers from Marketing Cloud. The developer performs a Contact Delete on a batch of records in a data extension in Contact Builder. Which scenario would cause subscriber records to remain in the data extension?

- A. Sendable data extension with SubscriberKey and EmailAddress fields
- B. Non-sendable data extension with SubscriberKey field
- C. Contact Delete process does not delete rows from data extensions
- D. Sendable data extension with SubscriberKey field

Correct Answer: B

QUESTION 13

NT0 is using a mobile campaign to collect email addresses of interested subscribers. Using AMPscript's API functions they will send a confirmation email when an email is texted into their short code. Which two objects are required to successfully create a TriggerSend object? Choose 2

- A. Attribute
- B. TriggerSendDefinition
- C. Contact
- D. Subscribers

Correct Answer: AC

QUESTION 14

Which SSJS library can be used in email messages? Choose 1.

- A. Both
- B. Platform
- C. None
- D. Core

Correct Answer: B

QUESTION 15

Certification Aid wants to trigger and email send in Marketing Cloud when a purchase is made on their website. Which API should be used for this? Choose 2.

- A. Subscriber API
- B. Email API
- C. REST API
- D. SOAP API

Correct Answer: CD

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