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Q&A

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Exam : **Marketing Cloud Developer**

Title : **Salesforce Certified
Marketing Cloud Developer**

Version : **DEMO**

1.A developer uses the messageDefinitionSends REST API endpoint to send a triggered send email. This method returns a 202 (success) response code.

How could the developer validate if the email was successfully sent?

- A. Use the messageDefinitionSend/key:(key)/deliveryRecords REST endpoint with GET method
- B. The 202 response code indicates the message was sent successfully; no further action is required.
- C. Use the validateEmail REST resource with POST method to obtain the email delivery details from the request.
- D. Confirm the record was successfully inserted into the associated Triggered Send Data Extension.

Answer: A

2.A developer needs to display a value which has been calculated using an AMPscript block.

This value is stored in the variable named 'Label'.

Which two ways should the developer display this value in the body of an email? Choose 2 answers

- A. %%-v(@Label) -%%
- B. <ctrl:vr name=@Label />
- C. %%@Label%%
- D. %% (Write (@Label1) 1%%

Answer: A,C

3.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. Set credentials as variables in application source code
- D. Store credentials in a key management system (KMS)

Answer: A,D

4.Which two ways would a developer write an Exclusion Script to exclude sending an email at send time when comparing against a Boolean field in the Sendable Data Extension? Choose 2 answers

- A. %%SendBoo1%%
- B. %%SendBoo1 < 1
- C. %%=Lookup ('Excluded' , SendBoo1'. Subscribekey'. _Subscribekey) =%%
- D. %%=Lookup ('Excluded' , SendBoo1'. _Subscribekey'. _Subscribekey) =%%

Answer: B,C

5.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

Answer: B