



**Free Questions for Marketing-Cloud-Developer by dumpshq**

**Shared by Pittman on 29-01-2024**

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# Question 1

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**Question Type:** MultipleChoice

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Northern Trail Outfitters' legal team is concerned about the daily import process that brings in subscribers to a Sendable Data Extension, even when records have already been targeted for deletion.

Which two true expected behaviors for these records occur in the event a send is initiated directly to this Sendable Data Extension?

Choose 2 answers

## Options:

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- A- Records still in the suppression phase will only be excluded if manually specified during send time.
- B- Records still in the suppression phase will be excluded from sends.
- C- Records that have already been deleted will be treated as new records.
- D- Records that have been deleted will be excluded from sends Indefinitely.

## Answer:

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B, C

## Question 2

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**Question Type:** MultipleChoice

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A developer is troubleshooting why a parent-level data extension cannot be accessed by a child business unit.

What should the developer check to validate the data available can be accessed for child business unit queries?

### Options:

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- A-** The data extension is in the Shared Data Extensions folder and the query includes the ENT. prefix
- B-** The data extension is in the Shared Items root folder and is accessible to the child business unit
- C-** The data extension is in the Salesforce Data Extensions folder and is accessible to the child business unit
- D-** The data extension is in the Synchronized Data Extensions folder and the query includes the ENT. prefix

### Answer:

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A

## Question 3

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**Question Type:** MultipleChoice

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A developer is troubleshooting the cause of incomplete results in the link tracking data for an email send.

How should the RedirectTo AMPscript function be described as it relates to link tracking?

**Options:**

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- A-** It ensures link href values containing AMPscript variables are recorded in tracking
- B-** It ensures link href values containing HTML bookmarks or anchors are recorded in tracking
- C-** It prevents link href values from getting recorded in tracking
- D-** It ensures static link href values are recorded in tracking

**Answer:**

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A

## Question 4

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**Question Type:** MultipleChoice

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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?

**Options:**

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- 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

**Answer:**

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D

## Question 5

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**Question Type: MultipleChoice**

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Northern Trail Outfitters wants to trigger follow up messages after a subscriber opens an email.

What process would they use to get real-time engagement data?

**Options:**

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- A- Query Activity
- B- Client-Side JavaScript
- C- WSproxy Service
- D- Event Notification Service

**Answer:**

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D

## Question 6

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**Question Type: MultipleChoice**

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Which AMPscript function group could most negatively Impact send processing?

**Options:**

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- A- String functions

**B-** Data extension functions

**C-** Date Time

**D-** Math functions

**Answer:**

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B

## Question 7

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**Question Type:** MultipleChoice

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A marketer from Cloud Kicks wants to make sure no email from their welcome journey gets sent to their competitor at Rainbow Run.

Which two best practices should the developer use when setting up the Send Email Activity in the welcome journey?

Choose 2 answers

**Options:**

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**A-** Create a Filter Activity In the journey that removes the Rainbow Run domain

- B-** Create a Suppression List with all possible email addresses from Rainbow Run
- C-** Create a data extension with the Rainbow Run domain for use with a Domain Exclusion
- D-** Create an Exclusion Script with the Rainbow Run domain for use In the activity

**Answer:**

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B, D

## Question 8

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**Question Type: MultipleChoice**

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Northern Trails Outfitters (NTO) developers want to use the Transactional Messaging API to send email receipts to customers.

What is the first step required to send using the API?

**Options:**

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- A-** POST to /messaging/v1/email/messages/ with clientjd
- B-** Request a token using the v1/requestToken endpoint



- C- Request a token using the v2/authorize endpoint
- D- POST to /messaging/v1 with clientid and client\_secret

**Answer:**

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B

## Question 9

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**Question Type: MultipleChoice**

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A developer wants to create a JavaScript Web Token using a key from Key Management.

What function should the developer use?

**Options:**

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- A- ContentBlockByKey()
- B- GetJWTByKeyName()
- C- RegExMatch()

**D-** GeUWT()

**Answer:**

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D

## Question 10

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**Question Type: MultipleChoice**

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Northern Trails Outfitters is using REST API to send emails to customers after a purchase.

Which considerations should be taken regarding the token used in the API Call?

**Options:**

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- A-** Make a token API call and re-use the token until the next API call fails.
- B-** Make a token API call before each triggered send API call.
- C-** Make a token API call and re-use the token for that subscriber.
- D-** Make a token API call and re-use the token until the token expires.

**Answer:**

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D

## Question 11

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**Question Type:** MultipleChoice

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A developer wants to create a complex dynamic email with three different sections and four different possible content blocks in each section. The email will be sent to an audience of over one million contacts.

Which best practice should the developer use to ensure a blank email will not be sent?

**Options:**

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- A-** Send a test of every possible version using Test Send
- B-** Review every possible version using Subscriber Preview
- C-** Create separate emails for each version
- D-** Confirm every version has default content

**Answer:**

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D

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